Tails of the unexpected

For the first time in 21 years, a new-look SAS fleet takes to the sky

GREEK FEEL-GOOD STORY Athens is buzzing again | BREAKING BAD AGAIN Bond villain David Dencik
HINDSIGHT IS 20...19 Dot-com visionaries look back | BEYOND REYKJAVIK Leave the herd and head for the hills
LOVELY LUXEMBOURG Broaden your horizons | MOBILE MUSEUM Fotografiska opens in NYC
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The new Porsche 911
In this issue

Shortcuts / Travel tips / Portraits / City guides / Aviation / Flight guide

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Good to be bad

Away from the cameras
David Dencik reveals a lighter side than many of his characters.
LISTEN TO YOUR CLIENTS

Stay focused on your business conversations with crystal-clear stereo sound from Plantronics Voyager.
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21 Shortcuts
This month, what to do in Kiev, we meet Denmark’s Oyster King, get insider tips on Shanghai and find out how accurate (or not) the predictions in Blade Runner turned out to be in 2019.

38 Bad to the bone?
David Dencik has made his name being the bad guy. He does have a lighter side too, though.

50 Head for the “real” Iceland
While the capital fights off the crowds, find out why the producers of Game of Thrones headed west in search of the “undiscovered” part of Iceland.

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When will the selfie trend turn the camera on itself?

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Tiny Luxembourg remains one of Europe’s most unknown quantities. With so much to see and do there, it’s time for the municipality to get recognized.

74 Athens fights back
The economic crisis that hit Greece has taken a heavy toll, but on the other hand, it has also created opportunities for creative thinkers.

84 Picture perfect
Meet the team behind the expansion of Stockholm’s Fotografiska museum to the US and beyond.

109 You got the look!
Read the story and meet the people behind the new-look of SAS’ fleet.

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Vintage fashion is hotter than ever. Ex-model turned shop owner Julie Blichfeld tells us why we should be wary of throwing away our threads.

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Spooky goings-on with Chicago’s real-life ghost-busters.

148 Where are they now?
20 years ago, the first wave of IT millionaires became household names. What’s happened to them since?

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Mallorcans are gaining an ever-wider reputation for looking after each other, and the planet.

198 Menu
Hungry? See our full range of onboard meals, snacks and drinks. Go on, treat yourself!
Find Scandinavian, Finnish and Baltic retailers at www.barbour.com
Los Angeles

Los Angeles is the home of movie stars, but while it’s fun to do a bit of Hollywood stargazing, don’t miss out on the many other offerings in this sparkling city, such as shopping on Rodeo Drive, taking a day to visit Museum Row or enjoying the other kind of stargazing at the Griffith Observatory. While Los Angelinos are notorious for watching what they eat, that doesn’t mean they skimp when it comes to fine dining and drinking. This is the place where lifestyle trends start before making their way around the globe.

ROOFTOP BARS IN LA – SUN, DRINKS AND VIEWS

Looking to visit Los Angeles? Make sure you include a trip to a rooftop bar on your schedule. Whether you’re looking for a mind-blowing cocktail, a chill atmosphere with a beer or just beautiful views, LA has a rooftop bar for you.

THE MUSIC COMPOSER’S LA FAVORITES

Film music composer Ludwig Göransson, who created the score for Black Panther, has been living in LA for almost 10 years. It’s safe to say that he knows the city pretty well by now. Here are some of the places where you might bump into him.

CLIMB THE SECRET STAIRS OF LOS ANGELES

Around the hilly areas of Los Angeles, both urban explorers and fitness buffs climb the otherwise overlooked narrow stairways that cut between the buildings. Relics of a time before the city became clogged with cars, they’re an excellent means of discovering LA in a less predictable way – on foot.

@kristoffer.lorentzen
Shoot – edit – post @flysas 324/365.

@poangresan
When you’re getting extra hungry at 38,000 feet...

@meenahkim
One of the oldest churches in the Faroe Islands. The lovely minister invited us inside to take a look around after the Sunday service bells stopped ringing.
In this issue

1. A glimpse of London
   Follow Scandinavian Traveler to London and meet locals Raymond from Italy and his girlfriend Sabina from Sweden.

2. How to eat lobster the right way
   John Porter, from the Roy Moore Lobster restaurant in Rockport, shows how to ensure you don’t miss out on the best bits.

3. Three villages to visit near Nice
   Côte d’Azur is the French coastline that has up to 330 days of sunshine per year. Real- tor Johan Wretman knows it like the back of his hand and reveals which villages he thinks you should visit on the French Riviera.

Quick and easy ways to earn EuroBonus points

EuroBonus is all about unlocking experiences by earning points. Every time you earn points, you’re one step closer to greater benefits and rewards. By becoming a EuroBonus member you can earn points in many different ways – and both earning points and turning them into trips is effortless and easy. With EuroBonus, your trips, hotel stays, car rentals and everyday purchases can take you to new exciting places all over the world, or maybe to your favorite place that’s just an hour away. Here’s how to get started.

5 great wine bars in San Francisco

San Francisco is located near the heart of California’s wine region, just a few hours’ drive to the nearest vineyards. There are plenty of wine bars around, although strangely enough, local varieties tend not to dominate wine lists.

LGBT-friendly clubs in Beijing

Beijing will soon be an LGBT city to be reckoned with. Here are 7 great and colorful places to check out when you’re in town.

The fashion insider’s guide to Tokyo

Kelly Harrington travels the world in search of the latest fashion trends. Tokyo is one her most inspirational stomping grounds. These are her favorite spots – from the coolest shopping, to the best places to eat and stay.
THE INSIDE STORY

Hand on heart, how much do you know about Luxembourg? Well, it’s small, but it’s also fascinating, and has more Michelin-starred restaurants per capita than anywhere else. Our feature on the country in this month’s Scandinavian Traveler got us thinking about discovering new things and places.

It may not be something everyone knows, but Poland is undergoing somewhat of a food revolution at the moment, and Krakow has been named European Region of Gastronomy for 2019. Slow food, local wine and ecology are among the trends in Krakow’s new food scene, which is best experienced in restaurants such as Art, Halicka and Biala Roza. Get there before the crowds.

Lise Hannibal
Denmark Editor

You don’t have to be a surfer to appreciate the sheer brilliance of Cornwall – but it helps! The days of traveling to worship the sun are diminishing rapidly, with curious adventure seekers hungry for more experiences, whether they’re walking, trying out sports or just discovering something and somewhere, new. Cornwall is the place to find it all. Finally, Scandinavians are realizing it too!

Geoff Mortimore
Editor

Booklovers will think they’ve died and gone to heaven when they see Blackwell’s Norrington Room in Oxford. Browse among 5km of books, then do afternoon tea at the Grand Café at the location of England’s first coffeehouse. Or have a pint and a pie at The Eagle and Child, the pub where writers such as J.R.R. Tolkien and C.S. Lewis met in the 1930s and 1940s to talk literature and life!

Risto Pakarinen
Editor

If you’re a lover of music and dance, few places in the world have more to offer than New York. It can get pricey, so a couple of tips I would suggest are Central Park and High Line Park. In Central Park they still regularly put on free concerts. If you love tango, you can also dance there every Saturday.

Highline Park also still has concerts and DJs, and they’re often free to get in.

Ing Ragnhild Holst
Norway Editor

Hand on heart, how much do you know about Luxembourg? Well, it’s small, but it’s also fascinating, and has more Michelin-starred restaurants per capita than anywhere else. Our feature on the country in this month’s Scandinavian Traveler got us thinking about discovering new things and places.

Aesthetics of Nature

Cotton and Linen in a blend that combines comfort and good drying properties with a slight edge of roughness that enhances the feeling of a fresh morning bath.

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About the cover
SAS is getting a makeover! For the first time in over 20 years, the SAS fleet will be redesigned and repainted, starting with the newest members of the fleet, the Airbus A320neo and A350. The new livery premieres this month.

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THE METRO TAKES YOU STRAIGHT TO THE CITY CENTER

Copenhagen Airport - City Center in 13 min. Departs every 3-6 minutes. Runs day and night.

The new M3 Cityringen has 17 stations connecting the historical city centre with local neighbourhoods and city sights.
Coffee capsule bike

A Swedish start-up has unveiled a bicycle built from 300 recycled Nespresso pods, highlighting the potential for recycling single-use coffee pods.

Vélosophy, the company behind the city bike known fittingly as RE:CYCLE, approached Nespresso about using the aluminum in its pods for the project. Billions of pods end up in landfills each year and part of the project’s aim was to show what you can do with discarded materials once you really put your mind to it.  

Crew tips

Shanghai

When SAS Flight Attendant Susi Maschmann flies for pleasure, she loves to head east – and Shanghai is one of her favorite destinations. Here she loves to explore the many markets while enjoying the fab food scene.

SOUTH BUND FABRIC MARKET

1 This is great for anyone who wants something made for them. The experienced tailors make everything from cashmere jackets to suits!
399 Lujiazui Ring

LIGHT MARKET

2 At the Haoshijia Lighting Market, you can buy beautiful lamps and lighting. Everything from chandeliers to spotlights can be found here.
285 Tianlin Dong Lu

BARBAROSSA RESTAURANT & LOUNGE

3 You’ll find the coolest Moroccan-inspired bar on the first floor, where you can enjoy happy hour on weekdays between 5pm and 7pm. Outside you have a really nice view of the People’s Park.
11 Nanjing Road • facebook.com/barbarossashanghai

TAIYO TEPANYAKI

3 This is an amazing place to eat. The concept is actually Japanese, and you have your own chef who prepares your “all you can eat” dinner, for the equivalent of around DKK 200, including a beverage, such as wine or beer.
618 Xujiahui Road, 5th floor

LOST HEAVEN

2 The concept and design behind this restaurant are drawn from the minority Yunnan tribes, and the food is an amazing combination of western and eastern flavors. It’s absolutely fantastic!
No.17a Yanan East Road Huangpu District • lostheaven.com.cn/restaurant/lost-heaven

NANJING ROAD

2 For a quick bite to eat and a real “local” experience, there are many inexpensive and delicious Chinese kitchens on the side streets leading to Nanjing Road.

THIS WAY TO SHANGHAI

➔ A round trip to Shanghai will cost you from 60,000 points. Taxes and fees apply from €38. Book at flysas.com

Susi Maschmann

Age: 50
Family: 14-year-old son (the love of my life)
Position: Flight Attendant
Years with SAS: 21
Flying hours: 12,000 block hours, probably a million miles!
Why I love Shanghai: I find flying west to east helps with jetlag and Shanghai is an amazing city to visit. It’s much more modern than Beijing, and there are so many things to do. The temperature is reliably moderate all year round and communication is pretty easy, as more people speak English here than in other parts of China.
Le Gruyère AOP
- A unique cheese experience from Switzerland

The secret of the unique flavour of Gruyère AOP is found in the aromatic raw milk from cows that graze in the alpine regions, as well as in the cheese-making tradition passed down through generations. You can recognise a genuine Gruyère by the AOP label, a certified guarantee of origin. It is a sign of unrivalled quality at all stages of cheese-making.

IT ALL STARTS WITH MILK

The secret of Gruyère AOP’s delicacy lies in the aromatic unpasteurised raw milk. Cows are solely fed on natural forage; no additives are used.

CHEESE-MAKING IS AN ARTISAN WORK

Each milk producer supplies fresh raw milk to the village dairy twice a day. The cheese is made in moulds marked with the inscription Le Gruyère AOP and the cheese-maker’s authorisation number, appearing in bold letters on the rind. The wheels also have a mark that shows the place of origin and date of production. Gruyère AOP cheese is matured for a total of 5 to 18 months.

Maturers take care of each cheese by brushing, salting and turning it. This gives the cheeses their distinctive aroma and texture, as well as the rustic rind. At the age of four months, all the wheels go through a strict official inspection. A cheese may be called Gruyère AOP only after it has passed this inspection.

LE GRUYÈRE AOP CHEESE TASTES SENSATIONAL

What is common to all Gruyère AOP cheeses is their delicious flavour, beautiful ivory-yellow colour and stunning texture. The intense flavour deepens the longer the cheese is matured.

Gruyère AOP Mild is a classic. This mild cheese is matured in cellars for 6 to 9 months.

Gruyère AOP Réserve has a strong aromatic flavour. Sometimes wheels are kept in a cellar for up to two years.

Gruyère AOP Bio is made from milk supplied by certified organic producers, using the same methods as the other Gruyère AOP cheeses.

Le Gruyère d’Alpage AOP, is a rarity that is only made in summer in small mountain villages. Milk from cows that graze in the mountains is particularly aromatic.
The oyster coast

The Denmark Oyster Festival held in the stunning Wadden Sea islands on its west coast is a dream come true for oyster lovers. Here’s a look at what’s on offer.

By GABRIEL LEIGH

This month marks the fourth year for a special oyster-themed event in the west of Denmark, that’s quickly grown from a small celebration to a much bigger festival. Held over a long weekend in October, it used to be known as the Fanø Oyster Festival, after its birthplace on the Wadden Sea island of Fanø. Now it has a more fitting, grander title – the Denmark Oyster Festival.

When the Oyster Festival was first staged, the positive response was immediate. “Straight away it was a huge success,” says Jesper Voss, who also goes by the name of the Oyster King.

“The oysters in Denmark are fantastic. We have the old European oysters and our invasive Pacific oysters. And they’re amazing.”

THE AREA AROUND the Wadden Sea up to the Limfjord in the north is teeming with oysters, earning it the nickname “The Oyster Coast.” The water is cold, and full of nutrients – ideal conditions for oysters. This is the Oyster King’s stomping ground. He organizes oyster-themed events and travels to restaurants in Germany and elsewhere to serve and celebrate oysters, but his most popular offering is what he calls the oyster safari – special tours that he holds on the island of Fanø, where it all started.

“We meet and we walk along the Wadden Sea, about 4.5km,” Voss says. “We pick oysters, we go back to the beach and I set up a kind of outdoor kitchen where we then have at least two hours preparing the oysters.”

This year, the bulk of the festival will be held on nearby Romø, to make more room for the festivities, but there will be events up and down the Oyster Coast.

“Last year, we had 18 of the best chefs in Denmark coming and preparing their own oysters – they came from the top restaurants in Denmark to compete to be the best oyster chef in Denmark.”

danmarksoestersfestival.dk
12-14 October • oyster-king.dk
Creating atmospheres

Raami
Jasper Morrison

iittala.com
facebook.com/iittala
When in... Kiev

The Ukrainian capital Kiev (also spelled Kyiv) has become a popular destination for those looking for a dose of history and modern entertainment.

By MARTIN MERK

FROM MAIDAN TO ST. SOPHIA
1 Start a tour in the city center at Independence Square (Maidan Nezalezhnosti). Usually just called Maidan, the square has become famous for political protests, such as the Orange Revolution in 2004 and the Euromaidan about ten years later. Walk farther east and you’ll reach St. Sophia Cathedral, a Unesco World Heritage site started in 1011 and one of the few surviving buildings of the era of the Kyivan Rus.

St. Sophia Cathedral, Vulitsa Volodymyrska 24 (metro stop Maidan) st-sophia.org.ua/en

FROM THE MOTHERLAND MONUMENT TO THE CAVE MONASTERY
2 The hills above the shore of River Dnipro offer interesting sights not far from the city center. You can hike up from Metro station Arsenalna or Dnipro in the north or take Bus 55 to approach the 62m-tall Motherland Monument. It’s reminiscent of Soviet times, as are the nearby tanks, artillery and planes in the park and at the National Museum of the History of Ukraine in the Second World War.

warmuseum.kiev.ua

KIEV’S MONTMARTRE
3 Visit Kiev’s green lung, the park of Volodymyr Hill and walk up or down Andrew’s Descent (Andriivskyi uzviz), often referred to as the “Montmartre of Kiev.”

Go farther north and you’ll find yourself at the baroque St. Andrew Church with its green towers, and the National Historic Museum of Ukraine on your left. Here begins Andrew’s Descent – a picturesque walk down, with market stalls and restaurants waiting for tourists.

Andrew’s Descent (Andriivskyi uzviz)

PUZATA HATA
4 Ukrainian cuisine is beloved not only at home but also highly appreciated in surrounding countries. Since the first Puzata Hata restaurant opened in 2003, it’s grown into a chain with over 30 restaurants dotted around the country and several in central Kiev, including one in the Podil district.

Kontraktova ploshcha 2/1 and other locations • puzatahata.com.ua

SKY BAR
5 Join the Ukrainians for a night out. One building that brings together several places for entertainment is the Mandarin Plaza shopping mall. Head to a pub, bar, karaoke bar or the Sky Bar, a popular club open on Friday and Saturday nights. Other popular places include the D.Fleur or other clubs west of the center such as Forsage and Sorry Babushka.

Vulitsa Velyka Vasylkivska 5 • skybar.ua • en.forsageclub.com.ua

City to city For tips on the world’s greatest cities, head to scandinaviantraveler.com
Trilogy of Emotions.
Marie Ulven, aka “girl in red,” is the latest musical export from Norway seemingly on the cusp of megastardom. What makes her story most remarkable is that she has racked up millions of plays with lo-fi music made in her bedroom and spread via digital word of mouth.

How did you become a musician?
By writing songs every day!

Have you done anything else?
I worked in a jeans store last year while I was going to school, but I haven’t really pursued any other career than music. It’s all I want to be doing.

What’s your biggest accomplishment or proudest moment in your work so far?
I think my biggest accomplishment is the music I’ve made. I’m so proud of all the music I’ve made, because it’s written, recorded and produced by me, and I feel so incredibly powerful in my work.

Tell us a little about the music – what are you working on?
I’ve recently released a new song called “bad idea!” to wrap up my EP chapter 2. This year has been all about writing and continuing what I started last year with the chapter 1 EP. So by finishing this second chapter, I feel like I’m finishing the beginning of girl in red, and can move on to new projects, which is really exciting! I’m also in the middle of my “World in Red” tour right now. The tour takes in the US, Australia and Europe. It’s unbelievable! Never in a million years did I think this could happen.

Any projects in the works for the future that you can tell us about?
All I can tell you is I have a folder on my computer that’s called “album 2020.”

Which city will you return to?
Definitely San Francisco. I played there in March and the crowd was insane, and the people were so lovely.

What do you always pack when you travel?
Noise canceling headphones for sure! And my iPad so that I can always watch Netflix.

What is the first thing you do at a new destination?
Eat! I love eating at random cool places wherever I go.
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Update

The iconic 1982 movie *Blade Runner* foresaw dark times for the planet in the year 2019. So how close was this futuristic vision to today’s reality?

By MIKA KEMPAS

*It’s a Blade Runner world – or is it?*

The iconic 1982 movie *Blade Runner* foresaw dark times for the planet in the year 2019. So how close was this futuristic vision to today’s reality?

By MIKA KEMPAS

*Blade Runner,* directed by Ridley Scott, came out in 1982. Loosely based on Philip K. Dick’s novel *Do Androids Dream of Electric Sheep?*, it presents a dystopian vision of 2019, in which mankind has turned parts of the planet into an overpopulated, post-apocalyptic nightmare in which civilization is on its last legs.

How well did Scott see into the future? As far as technology is concerned, not too well, it seems. There are flying cars, skyscrapers dedicated for the privileged, video calls and shuttles to space colonies, but few animals, and in the colonies the hardest work is outsourced to synthetic humans, replicants.

We still don’t have cars that fly – even though they’re becoming more autonomous. Private corporations admit to working on space programs, Amazon founder Jeff Bezos has even envisioned lunar landers, while Donald Trump talks about a Space Force, but the goals aren’t intergalactic. Maybe we’ll land people on Mars pretty soon though.

**EVEN WHEN THE** movie gets an idea right – like video calls – it’s slightly off. We do make video calls all the time, but we don’t need a special video booth to do so.

Scott’s vision is at its most accurate when it tackles philosophical questions of what being human actually means. The replicants demand longer lives than the four years they get. Sean Young’s Rachel, the near-perfect human Tyrell Corporation has developed, yearns to be a real human, while Harrison Ford’s Deckard goes deep into an existential crisis.

While *Blade Runner* didn’t exactly hit a bull’s-eye with its technological predictions, the jury’s still out on its 2017 sequel, set in 2047.

Maybe the flying cars will become a reality. We’ll see in 28 years. ☝
A SPECIAL CREATION

The 2019 Special Creations collection zooms the focus on the original, translucent beauty of opals. Originating from the Sanskrit word 'upala' meaning 'precious stone', as well as later the Greek derivative 'opallios' meaning 'to see a change of color', every opal stone is different thanks to millions of tiny silica layers that change their character when met with the rays of light. This gives every opal a mark of uniqueness where no repetition can ever be encountered.
Copenhagen on the move

Copenhgeners have a brand new metro line that loops around the city – and that's great news for visitors, too.

C openhagen has a brand new metro line that will make life a whole lot better for residents and visitors alike. Ten years in the making, Cityringen M3 makes a loop through the inner core of Copenhagen and connects a number of new areas, especially in the north of the city, to the Central Station and the rest of the metro network. Its 17 new stations include landscaped areas above ground with plenty of bicycle parking, while a special design is used to bring natural light down to the platforms.

"We believe that cycling and a good public transport system together create better public spaces," Lord Mayor of Copenhagen, Frank Jensen, says. "It makes it much easier to commute and move around our city, and it creates cleaner air, less noise and healthier citizens."

And Copenhagen isn't done yet. Cityringen is part of an ongoing project to make the city even greener and more livable than it already is, as its population continues to grow. Alongside more cycle lanes and reclaimed public spaces, future extensions of the metro will see the network stretch to Nordhavn by 2020, and Sydhavn by 2024.
Business, leisure or both

Live your life in the moment
Transition from dressy to casual and from work to play. In the Thule Crossover 2 collection, clean lines, rich colors and subtle design elements elevate each bag from ordinary luggage to part of an ensemble. A great way to be yourself – wherever you go.
Paris is home to some of the most famous and iconic landmarks in the world, and in just a few months' time the city will unveil a new one. But if you're expecting a museum or a sparkling tower, think again – this new attraction will be a 14,000sq m urban rooftop farm.

Urban farming on the tops of buildings has been catching on fast in cities around the world, and Paris has seen dozens of examples, just none quite as big as this. In fact, when it opens in 2020 on top of the Paris Expo Porte de Versailles, it will be the largest urban farm in Europe. The company behind the project, Agripolis, wants to show what urban farming can really look like and accomplish. An on-site restaurant will use produce from the farm, and the rest will be distributed and sold locally. Even better, no pesticides or other harmful chemicals will be used. Never mind the Louvre – soon tourists may be headed to Paris to visit farms.
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The next time you travel, visit us on the first floor, by the main arrivals entrance. We know exactly what you need for wherever you are going, and offer the same prices as in the City of Oslo. You can also use our Click & Collect service and pick up your order and some good advice before check-in. Have a comfortable flight.

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Imagine owning 5 beautiful vacation homes

Since 2011 more than 600 families have joined a group of 21 families owning and sharing 5 unique vacation homes. Together the families have invested more than 1.000.000.000 DKK in vacation homes through 21-5. We have talked to Toril and Peter, owners in one of the groups.

Where are your holiday-homes located?

A villa in the countryside in Tuscany, an apartment in East Village in New York, a seaside villa in Mallorca, an apartment in “La Marais” in Paris, and a mountain-chalet in Chamonix.

What do you like the most about 21-5?

The fact that we can travel to 5 different attractive destinations, and live in Scandinavian high-standard homes appeals to us. It corresponds to a very high hotel standard - and at the same time, it is like coming home every time. It is absolutely unique. The feeling of putting your own key in the door, is one of several magical 21-5 moments. We still get surprised, at the level of detail in our 21-5 homes. So many things have been thought of, actually to such an extend that we have not even been aware of having such needs in a holiday home. And 21-5 have set up the wi-fi with the same passwords in all our 5 homes. Once we have connected at one home, we automatically log-on in the others upon arrival. The whole thing is super well organized. Our 21-5 holiday homes are truly special places where we can gather our entire family and friends and enjoy precious time together.

We don’t have to do anything, absolutely everything is taken care of. It is almost like staying in a hotel, when we go to one of our 21-5 homes. Every home has a “house book” which contains all relevant information about the home and the local area. For example, where the nearest hospital is located, and guides to all the things that are in the home. At our private association website we are regularly updated with new information pertaining to our group, the homes, and

FACTS ABOUT THE CONCEPT

• 21 families share 5 unique vacation homes
  Every family owns 1/21 of each of the 5 homes.

• 5 different size groups
  Depending on your family’s needs for the number of bedrooms you need in your vacation homes, you can choose between three different sizes.

• Hassle-free ownership
  Maintenance and everything practical is taken care of by 21-5.

• Endless experiences
  As a 21-5 owner you have 5 homes where you can enjoy unforgettable vacation experiences year-round.

• Please your family and good friends
  Let your children, family or friends enjoy your 21-5 homes.

• No risk
  All 21-5 properties are bought cash - no loans or mortgage.

• Full transparency and easy to sell
  The setup is 100% transparent, and the shares have already proven easy to resell. Many families has sold and bought shares in 21-5 groups with larger vacation homes.
The illustration shows the value you get with 21-5 compared to buying a vacation home on your own. Instead of owning your own single home, you own 5 vacation homes which each represents a value more than four times your investment.

Is 21-5 a solid Investment?

21-5 has built extensive expertise on each of the different destinations where they buy properties. They are much better at finding the right properties, than any private person would ever be. For instance, it is obvious that when 21-5 have bought and created more than 20 homes in Chamonix, they have a thorough knowledge of the market and the possibilities. We think it is a good investment for us. What we experience with 21-5 is that they do not compromise on anything, the standards are high. 21-5 know exactly what they are doing and what they want for us, and they are willing to wait, if they do not find the right properties right away. The focus on quality and the perfect location in the property selection process, rather than just trying to quickly find any property, gives us a tremendous sense of security. There are no second best property solutions. 21-5’s track record speaks for itself.
In real life, Swedish-Danish actor David Dencik is an endearing family man. But in movies and on TV, he’s known for playing bad guys, as he does in the forthcoming James Bond movie, *No Time to Die*.

By GUNNAR REHLIN Photos by SAMUEL UNEUS
He's one of the busiest actors in Scandinavia. He's worked with a wide range of A-list directors – Steven Spielberg, Jane Campion, David Fincher and Tomas Alfredson, among them. Yet David Dencik can walk the streets of Stockholm or Copenhagen quite anonymously. Few people recognize him; fewer still pester him for an autograph.

“Perhaps I’m not photogenic enough,” he proposes, laughing. “That might change after the upcoming James Bond film. It could have an effect.”

It certainly could. Dencik has a major role in No Time to Die, the upcoming twenty-fifth edition of the James Bond movie franchise. So far, details about the character he plays have been kept a closely guarded secret. But the Swedish press reports that he’s one of the bad guys.

It’s widely believed, he points out, that Scandinavians cast in Bond movies invariably play villains. And Dencik has a well-established reputation for playing villains.

**Dencik Lives In** Copenhagen with his wife and their two- and four-year-old children, but to get away from the world of movies and TV, they spend a few weeks every year in Sweden, at their summer cottage in Tyresö, on the outskirts of Stockholm. He’s not quite sure how long this current break may last though. The Bond production team may get in touch at any time with word that a seat for Dencik has been booked on the next plane to London, as his presence is required on the 007 set at Pinewood Studios.

“We were driving here from Copenhagen, looking forward to several weeks of uninterrupted vacation.” But as they reached the town of Gränna, three hours south of Stockholm, Dencik’s phone pinged with an email message – he was due in London earlier than expected. Only this time, he was taking his family with him. “I’ve rented an apartment, and we’ll be there for a week.”

Actors who work internationally understand that they sometimes have to drop everything at a moment’s notice and quickly head off to another country. For shorter jobs, Dencik travels alone, turning the trip into a brief solo vacation. Staying on his own at a hotel, he soaks in the bathtub and watches TV, “happy as a fish in water,” he admits.

On longer jobs, such as shooting Season Two of the TV miniseries Top of the Lake in Sydney, he began to understand the pressures felt by his wife, Sofie, who has a legal career in Copenhagen.

“It’s tough being alone, looking after two small children. It’s hard for the person left behind, having to deal with children puking, getting stung by wasps or fighting with each other. So now, if I land a major role in a TV series abroad, the whole family comes with me.”

Ever since his breakthrough role in a short film in 2000, Dencik, 44, has appeared in more than 90 movies and TV series, while also performing in stage...
‘The best feedback is that audiences check out what you are trying to say and, in so doing, a wider debate is stimulated’

David Dencik
→ Age: 44
→ Lives: Copenhagen
→ Family: Wife Sofie (lawyer); two children, ages four and two
→ Currently: Starring in the Swedish movie Quick, the internationally-produced Waiting for the Barbarians and the upcoming James Bond film, No Time to Die

David Dencik

Dencik was acclaimed for his role as lawyer Peder Sander in the major Netflix series Quicksand.

RIGHT NOW, HE’S shooting The Perfect Patient, (originally called Quick), another Swedish movie, in which he plays a somewhat similar role. Based on a true story, the title character, Thomas Quick, was convicted of multiple murders as Sweden’s most prolific serial killer. However, after extensive research by the investigative journalist Hannes Råstam, who wrote a book on the subject, The Making of a Serial Killer, it was found that Quick had committed none of these crimes. He’d made his confessions while under the influence of heavy medication during a stay at a hospital for psychiatric disorders. This case, involving a scandalous miscarriage of justice, drew widespread attention, and Quick was set free. He now goes under his given name, Sture Bergwall (Quick had been an alter ego). The film was directed by Mikael Håfström, who brought the Oscar-nominated movie Evil to the silver screen in 2003.

Dencik says his interest in playing Quick was piqued when Råstam’s book came out in 2012. “What happened? Why did he confess? How could he be believed? I thought the legal system was more robust than that. A man who is under psychiatric care should not be regarded as the most credible of witnesses. Bergwall became the scapegoat for these crimes at his psychiatric hospital – hence his confession to all the charges put before him.”

“My research for the role began when I read the book,” Dencik continues. “I imagined myself in the lead role but actually identified more with Råstam, the investigator. The book shook me to the core. It seemed like no one could be trusted. Not the police, not the psychiatrists, not the Supreme Court, and not, if you’ll forgive me, journalists. Sweden has become submissive to authority. The Thomas Quick case is a complete tragedy for Sweden, a total miscarriage of justice.”

During shooting, Dencik exchanged several emails with Sture Bergwall, but the two never met.

That was a lesson he’d learned while playing John Ausonius, the hardcore murderer who used a laser sight rifle to target members of the immigrant community in The Laser Man. “I wanted to meet Ausonius, but my producer said no. He was not to be given the opportunity to influence the process. I took the same approach with Quick.”

‘The Thomas Quick case is a complete tragedy for Sweden, a total miscarriage of justice’
Dencik is aware that *The Perfect Patient* will generate a great deal of debate. He speculates that if headlines had been made prior to the release of the movies about the cult pop singer-songwriter-actor Ted Gärdestad and the world-famous writer Astrid Lindgren, they too would have generated reactions. He hopes that this will be the case with *The Perfect Patient*, and that the movie will encourage audiences to learn more about this aberration of justice.

**NOW THAT DENCIK** has portrayed two of Sweden’s most controversial criminal figures, is there any role he would turn down?

“There are movies I don’t want to make, such as those that glorify violence. But those are few and far between. I once turned down a role for personal reasons, in a movie called *Fatima*. It centered around prayer and how prayer could lead to world peace. People may believe that prayer works in this way, but that doesn’t coincide with my beliefs.”

Dencik is happiest when portraying roles on stage or in front of the camera that “throw the spotlight on cultural politics,” a tradition in Swedish cinema.

Films and series he’s appeared in, such as *Chernobyl*, *The Perfect Patient* and *Quicksand*, are productions that from which lessons can be learned. Films that edify may be a dying art form, but according to the actor, they represent a fine Swedish tradition.

“If done right, something new and exciting emerges. The best feedback is that audiences check out what you’re trying to say and, in so doing, a wider debate is stimulated.”

Then there are movies that focus solely on entertainment, such as the upcoming Bond film, *No Time to Die*, working on which, Dencik says, “is probably the closest you can come to being royalty in the movie industry. Particularly in the UK, where it’s all shot. On my way to my first meeting with Cary Fukunaga, the director, I walked past Buckingham Palace. A military parade was taking place, and they were playing the theme from *Skyfall*."

Earlier Bond movies, he continues, “were almost like kids’ films, but Daniel Craig has turned them into something more powerful. He can play vulnerable, he really falls in love. Before then, I found the Bond films a little too comedic.”

So what kind of impact will this newest Bond movie have on his career? “Ask me in two years,” Dencik says. “I hope it will change things; I think it will. Bond is everywhere, in all corners of the globe. What I want to do is fewer but bigger roles in English-language movies. My only criterion is that they should be relevant.”

‘What I want to do is fewer but bigger roles in English-language movies’
BROOKLYN LAGER

THE LAGER THAT BROOKLYN BUILT.

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Dencik’s capital tips

Even though David Dencik was born in Sweden, it’s the Danish capital that he calls home. Here are some of his favorite places.

DYREHAVEN
→ Serving genuine Danish “grandmother’s cooking,” this Copenhagen inn is a cool spot for lunch in fun surroundings. My wife and I lived around the corner for many years, so the neighborhood, Vesterbro, has a special place in my heart and is always worth a stroll.
Sender Boulevard 72 • dyrehavenkbh.dk

NEW CHINA TRADING
→ This local shop, just around the corner, sells East Asian wares. For many years, it’s been my regular supplier of tea, sesame oil, oyster sauce, soy sauce, spices, slippers, candies, etc. Win, the proprietor, is a force of nature, always keen to chat about the large and the small. Once I found her singing a Chinese song and doing a little dance behind the counter. Every now and then, she performs with a Chinese choir. This is often the type of business that gets lost as globalization takes hold in big cities around the world.
Gammel Kongevej 133, Frederiksberg

INNER HARBOR BRIDGE
→ This combination pedestrian and cycling bridge across Copenhagen’s Inner Harbor, connecting Nyhavn and Christianshavn, stood unfinished for many years, the contractor having gone bankrupt. Then, it was discovered that its pathways were misaligned, resulting in a few uneven corners here and there. Since I became a parent, I use the city, my home town, in a different, less expansive way. And when crossing this bridge, I always find myself feeling like an old-time Copenhagener on a sightseeing tour, which is what I guess I am, to some extent.
visitcopenhagen.com/copenhagen/inner-harbour-bridge

LANDBOHØJSKOLEN HAVE/ THE AGRICULTURAL COLLEGE GARDEN
→ What a wonderful little botanical garden, located just around the corner from our house. I often go there, for a thousand different reasons — inspiration for our garden, to play with the children, and to read, to name but a few.
Bülowsvej 17, Frederiksberg
landbohojskolenhave.dk
plen.ku.dk/jph/haven

GERANIUM
→ The world’s best meals are served by the world’s best chef, Rasmus Kofoed, in a restaurant located inside the national soccer stadium. The first three-star restaurant in the Nordic region and a winner of the prestigious Bocuse d’Or and innumerable other awards and prizes, Geranium offers a huge range of vegetarian dishes, among other options. A friend for many years, Kofoed is a great culinary artist.
Per Henrik Lings Allé 4, 8th floor
geranium.dk

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Iceland

Go

Abandoned Icelandic house in the Westfjords.
Once you’ve flown west, leave Reykjavik behind and you’ll experience the peace and beauty of Iceland that’s becoming more and more difficult to find.

By ØYSTEIN TRONSTAD
Iceland

Life is peaceful there (Go West)
In the open air (Go West)
Where the skies are blue (Go West)
This is what we’re gonna do
– Pet Shop Boys, 1983

Iceland as a destination has suffered a kind of identity crisis over the past couple of years. That there’s just you in all the pictures. ‘Come and get lost in Iceland,’ but the reality is completely different when you come here and find yourself standing there with 300 other people,’ says Hörður Mió Ólafsson, one of the founders and owners behind the tourist attraction The Cave, in West Iceland.

Iceland has never been a more popular destination than it is today and the number of tourists passed 10 million in 2017. If, for example, you want to visit the Blue Lagoon, you’re advised to book well in advance – and the place will still be crowded anyway. We got into the car with the aim of visiting some of the places where there’s still room to experience the Iceland we imagine from photographs.

So what can we expect from a weekend? It’s bright sunshine when we get in the car and leave Reykjavik. Everyone we meet says the weather has never been as good at this time of year. After driving for an hour, we stop at Esjan where we’re met by people running and exercising. The volcanic mountain is 914m high and the oldest parts date back over three million years. Kerhólakambur (851m) and Þverfellshorn (780m) are the most popular destinations. They’re at different hiking skill levels, but allow a couple of hours for a good experience. Be sure to check the weather forecast first. Esjan holds the record for the highest number of accidents on Iceland, although that says more about people’s lack of respect for ice, rain and fog than any inherent danger posed by the terrain.

A BLUE SEA of flowers decorates the sides of the road as we continue westwards. Just over an hour later, we reach Borgarfjörður, a fjord and the stuff of fantasy fairy tales. It’s a place where warriors, poets and historians, such as Egill Skallagrímsson and Snorri Sturluson, are said
to have lived. Fewer than 4,000 people live here today, the majority in the villages of Reykholt and Borgarnes. If you’re interested in history, farming, classic cars, the coast and salmon fishing, we can happily recommend spending a few hours here.

The farther we venture, the rougher and stonier the terrain becomes. We see fewer and fewer cars and it starts to feel like we have the road and the entire landscape to ourselves along Route 523. Around one hour later, we reach the lava cave Viðgelmir, simply known now as The Cave. A family-owned company bought the property in 2015 and opened for business the following year. Visitors come here from all around the world, and today, we’re greeted by Hörður Mió Olafsson.

“West Iceland is one of the places where you can come and experience Iceland as it’s portrayed in the media. There are fewer people here and we’ve managed to keep something of the mystic feeling as the media have never swamped the market,” says Olafsson, who’s just returned from a guided tour of the cave. Now his son wants to sit on his lap and the dog wants to play.

The Cave is 1,585m long, with archaeological discoveries dating back to 1,000 CE. Viðgelmir extends over 150,000 sq m in total and the guided tour takes 90 minutes.

“We’ve built a walkway so most people are able to take the tour and it’s becoming an increasingly popular destination,” Olafsson says about the biggest cave on Iceland.

The caves were created by volcanic craters under Langjökull Glacier. The colors and formations are incredible and hard to really appreciate from photographs until you stand there and see them for yourself. You can borrow a helmet and headlamp, and you’re advised to wear gloves, warm clothing and hiking boots or similar footwear.

“We have the infrastructure, accessibility and information in place, but if you prefer, you can be a bit more free and explore the cave by yourself. It’s the best of both worlds,” Olafsson says, pouring a bit more coffee.

HAVING DRIVEN FROM green Esjan, via historic Borgarfjörður, to the natural barrenness around The Cave, we’re ready to call it a day. The four-star Hótel Húsafell is a designer delight, embedded in the Icelandic landscape. There’s also a transport link to Viðgelmir from here. Large glazed areas offer views over the Borgarfjörður valley while the rooms are decorated with paintings by world-famous artist Pall Gudmundsson. Just a stone’s throw away is the 186kg rock, Húsafellsteinen, that strong men and women have been trying to lift for hundreds of years. Here, you can relax in a bath or simply enjoy a glass of wine while gazing into the distance.

With renewed energy along Route 518, it doesn’t take long to reach Hraunfossar, which has been a national monument since 1987. The name can be translated as “lava waterfall.” This is the place to bring out your
camera. Countless springs and streams of clear water flow briskly through the landscape. The flows are so expansive, it’s almost impossible to get them all in one shot. After a quick photo shoot, we let our thoughts and eyes flow with the water.

The wind takes a firm grip on the car. The few trees you can see look like they’ve had more than enough of trying to stay rooted. We’ve barely set off and the “road” has already turned into gravel. Dust and stone chips follow us as we head to the farm of Jóhanna B. Þorvaldsdóttir. She explains that she doesn’t want coachloads of tourists here. Nor does she want payment for the coffee, and that here, it’s all about the animals and finding peace.

“Most people who come to us are interested in animals and nature and want to go to smaller places that aren’t full of tourists. It’s very relaxing here. We can offer good products that we make ourselves from both our goats and pastures,” says Þorvaldsdóttir, who has 420 goats, hens and other animals.

“I’ve got loads of children, both two- and four-legged,” she laughs.

THE FARM HAD around 7,000 visitors last year and the numbers are continuously rising. On the grass outside, an American girl is holding a goat for the very first time. She’s absolutely thrilled, like a child experiencing summer warmth for the first time.

“The Game of Thrones crew came here and asked for 20 goats for the series. One of the goats still lives here’
20 goats for the series. One of the goats still lives here,” says Edda, who works here. She came to the farm as a visitor last summer and fell in love with the place and the goats.

“They’re so sweet. Relaxed but smart and playful at the same time. The perfect animals for children, as they’re so funny,” she says, picking up a kid and giving it a kiss.

Our heart rate has really come down and it’s easy to forget the time, but we need to push on. The farm-workers tell us about several places where we can rent horses and go for a ride in the wild. Krauma in particular is worth seeing they tell us.

THE WORST OF the wind has died down and we’re ready to visit Europe’s most powerful hot springs. The water comes from Deildartunguhver and arrives at 100°C before being cooled by spring water from Rauðsgil. We

‘We’ve managed to keep something of the mystic feeling as the media have never swamped the market’
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Iceland

I start by taking a dip in one of the five outdoor pools. After all the different impressions and hours in the car, it's wonderful to have a soak in the hot water. It's only day two, but I feel as though we've been here a month already. We debate whether to try the cold pool but head to the steam bath instead. Here, water from hot sources is sprayed under wooden benches. We only try one pool before going to the relaxation area. I feel an inner warmth, as the stove crackles. A stillness descends and the chair feels steadily softer.

"There are so many fantastic places you can visit in West Iceland, from glaciers and deep caves, to mountains and hot springs. I think both travel agents and tourists value this, plus it's only a short distance to travel from Reykjavik," says Managing Director Jonas Gridrik Hjartarson, who expects around 42,000 visitors this year.

The day ends at a restaurant where Icelandic cuisine with local raw ingredients is on the menu. As we chew on bread with lava salt and sip a glass of malt beer, we wonder if we dare order goat. I was, after all, holding, petting and playing with the goats at Háafell not that many hours ago.

"Lamb for me," the photographer says.
"Me, too," I say.

CAR SENSE
Driving on Iceland is relatively straightforward, provided you respect nature and the weather. Two lanes are normal and gravel roads are pretty common.

- Route 1 (the Ring Road) is the safest route to the different regions of Iceland.
- As the roads are narrow, take care when parking before leaving the car to take photographs.
- You cannot always rely on the smartphone map app being 100% accurate.
- The speed limit is 90kmph on asphalt roads and 80kmph on gravel. Many of the roads aren't built for higher speeds.
- When it's very windy, think about how you park to keep the car doors safe.
- Watch out for sheep and other animals that can cross the road.
- In winter especially, check the weather forecast before leaving and be aware that weather conditions can change quickly.
Isn’t it strange? That sun and warmth are considered good running weather. When it’s actually the opposite. Heat makes you sweat, the sun burns your skin. We’ve got it all wrong this entire time. Winter weather isn’t bad. It’s fast. You just have to gear up right.

And break free.

Hydro jacket
Wind- and water-protective hooded running jacket with laser-cut ventilation.
Selfies

ast May, Team Sweden (and the New York Rangers) superstar goaltender Henrik Lundqvist was sitting in a press box at the Globe Arena in Stockholm, watching his teammates play an exhibition game against Russia, when suddenly a group of small boys caught a glimpse of their idol.

The group got closer, slowly but surely, and then one of the boys mustered up enough courage to walk up to the box and talk to Lundqvist.

“Hi, Henke, what’s up? Why aren’t you playing? Where’s your brother?”

Lundqvist had almost gotten to the end of his reply when the boy went on.

“Can I take a picture?”

“Sure,” Lundqvist said.

The boy turned his back on his idol, raised his arm and aimed his camera so that they were both in the frame, and snapped a photo. In front of him, a line was beginning to form, and they all did the same – greeted Lundqvist, turned their back on him and snapped a photo.

The last boy in the line also wanted his little brother to get a photo and instead of taking a photo of his brother, he lifted

Here’s looking at you, kid

Most of us associate selfies with the advent of mobile phones. The truth is, they go a long way back.

By RISTO PAKARINEN
Illustrations by ELEN WINATA
him up so that he could take the photo of him and Lundqvist himself.

A selfie, that is.

**CHANCES ARE YOU’VE** taken a selfie. Or, to paraphrase Eddie Murphy’s character in *Trading Places*: “Selfieessssss, sss, plural.” Of course you have, we all have. Anybody with a camera phone has taken some sort of a selfie. It may not have been exactly according to *Cosmopolitan’s* guidelines, with pouted lips and from the perfect upward angle, but you have flipped the phone’s camera, stretched your arm out and snapped a photo of yourself – and maybe another one until you’ve got one you’re happy with – to share with your friends.

Because, let’s face it, without sharing, there’s no selfie. Yes, humans have always been interested in the concept of self, even 2,000 years ago in ancient Egypt, but the purpose hasn’t always been purely self-reflecting. And there were few self-portraits all through the Middle Ages. True self-portraits in fact, didn’t come about until the Renaissance as the attitudes toward inner reflection changed and the concept of art also changed toward individuality and the person of the Artist.

A self-portrait is a reflection, even in its most literal interpretation and the invention of glass mirrors conveniently coincided with the European Renaissance and the changes in attitudes.

The center of luxury Italian glass-making in the 14th century was the island of Murano, or “The Isle of Glass.” The Murano mirrors were the preferred mirrors of European royalty, creating an arms race in the business, and improving the quality of all mirrors.

**ONCE THE ARTISTS** got mirrors, they turned their attention to the person gazing back at them. Advanced technology has also always pushed artists into making more and more accurate self-portraits. Even Rembrandt painted his famous self-portraits, according to the latest theories, with the help of both flat and concave mirrors which he used to project the images onto surfaces, for better precision, and to be able to look at his subject – himself – while painting.

And then, in 1839, an amateur photographer Robert Cornelius got an idea while working at his father’s lamp shop in Philadelphia. He took his camera outside behind the shop, took off the lens cap, and sprinted into the frame. And then he waited, sitting down, holding his pose for a few minutes before putting the cap back on again.

In 1914, Grand Duchess Anastasia Nikolaevna of Russia made history – without knowing it – by taking a photo of herself in front of a mirror. She was 13 at the time.

Those were early self-photos. Were

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**MOST POPULAR SELFIE LOCATIONS**

1. Eiffel Tower, Paris
2. Disney World, Florida
3. Burj Khalifa, Dubai
4. Big Ben, London
5. Empire State Building, New York
6. Sagrada Familia, Barcelona
7. Euro Disneyland, Paris
8. Colosseum, Rome
9. Rockefeller Center, New York
10. London Bridge, London

Source: CNN Travel (2015)
Selfies

they selfies? They weren’t then, but they are now. The term “selfie” was coined in Australia in the early noughties. It follows an Australian tradition of shortening words and adding the -ie suffix, such as barbie, postie (for postman) and tinnie (for a can of beer). Coincidentally, a few tinnies may have contributed to the birth of the “selfie” since the person who posted the word on an Australian public broadcaster’s website described his injuries after falling down at a friend’s 21st birthday party.

“I had a hole about 1cm long right through my bottom lip. And sorry about the focus, it was a selfie,” he wrote.

There were some Polaroid selfies in the 1960s and 70s, and cameras had timers so that the photographer could run into the frame (like dad every Christmas Eve) but selfies caught on when cameras became ubiquitous and when sharing became easy. Today, there are more than 400 million photos tagged “selfie” on Instagram, 25 million “#selfies” and millions of other variations from “selfie Monday” all the way to “selfie Sunday.”

WHILE THE TREND shows no signs of flattening out, on an individual level there may be such a thing as selfieitis, a condition of compulsive selfie-taking. In 2018, psychologists Janarthanan Balakrishnan and Mark Griffiths surveyed people in India, the country with the most Facebook users and most selfie deaths per capita, on six components of selfieitis – environmental enhancement (taking selfies in specific locations to feel good and show off to others), social competition (attracting “likes” on social media), attention-seeking, mood modification (to feel better about themselves), self-confidence and subjective conformity (taking selfies to fit into a group).

According to the study, those who felt compelled to share selfies, were “more likely to be motivated to take selfies due to attention-seeking, environmental enhancement and social competition.” We take selfies to share parts of our lives with our friends (and fans). We do it to say “We’re here doing this. We’re looking good, we’re drunk, we’re having fun. We’re beautiful, we’re happy, we’re together.”

Back in the pre-selfie era, getting Henrik Lundqvist’s autograph would have been a nice memento, a proof of a meeting with someone famous, but a selfie beats that, because seeing is believing. You were there. With That Person. You. Him. Her.

Click. Click. Share.
Now look at you.

HOW TO TAKE THE PERFECT SELFIE
1. Look up toward the camera.
2. Extend your head away from your neck to create the look of a longer neck and sharper jawline.
3. Hold your phone to the side for a flawless angle.
4. Relax your mouth, and exhale, blowing air through your lips.
5. Slowly spin until you find your best light.

Source: Cosmopolitan

‘The term “selfie” was coined in Australia in the early noughties’
fresh from the goldsmith’s workbench: ring with matched pair of brilliant cut diamonds crafted in 18 karat gold.

prices from dkk 14,500.
Luxembourg may have a Lilliputian size of roughly 2,586 sq km – but outside the capital you’ll find a giant offering of activities and an astonishing diversity of nature. Its size means you can also pack a lot into a quick tour.

Text and photo ANDERS MODIG

RED ROCK’N’ROLL
→ My mountain bike’s front suspension moves restlessly up and down like an elevator on a sugar high while swallowing roots and blood-red, rocky soil for breakfast. Mountain biking in Luxembourg’s Red Rock region is single-tracking through lush, iron-rich, thyme-scented former mining areas. Half a century ago these layered plateaux were an open wound reminiscent of the moon – but today the leafy, protected nature reserve offers some 150 km of signposted labyrinthine trails ranging from beginners’ tracks to Red Bull crazy.

There are several options for MTB rentals – and if you want a guide, Claude Gasser is the best around – he designed the tracks for the state. Red Rock Mountain Bike Trails redrock.lu
ECHTERNACH

Luxembourg’s oldest city, Echternach, is one for the history buffs. Founded in 688 by an Irish Monk, it displays a plethora of bygones ranging from one of Europe’s largest Roman ruins to the Benedictine abbey from the 18th century, which now serves as a secondary school. After walking the abbey gardens and the 18th century orangery, head for lunch at Place du Marché, where you’ll find several options for rustic Luxembourg specialties.

visitechternach.lu
Luxembourg

EDUCATIONAL TRANSFORMATION

Luxembourg was famous in the 20th century for its heavy steel industry, but has been able to reboot into a modern economy – and nowhere is this clearer than at the architecturally fascinating Belval Campus of the University of Luxembourg. A former blast furnace is now surrounded by contemporary, angular architecture housing the country’s first university, a concert hall, apartments and modern workplaces. Argue about whether you prefer the metal-grid cross-like design of the main campus or the open frame of the faculty of sciences before you cross the Belval Plaza to grab a juicy burger or an exclusive cut of meat at Beeftro.

10 Avenue Rock’n’Roll, Esch-sur-Alzette
belval.beftro.com

CRAZY PROFESSOR

Most of us have a crazy professor inside of us, and the Luxembourg Science Center is, regardless of age, a great outlet for that. An institution with 60 interactive stations for experiencing the laws of physics as well as Europe’s largest Tesla coil, here you’ll expand your brains when it comes to science and technology.

50 Rue Emile Mark, Differdange
science-center.lu

HEARD IT THROUGH THE GRAPEVINE

Glass of bubbly, anyone? Along the winding Moselle River, in Luxembourg’s southeastern region you will find vineyards climbing the hills of Grevenmacher and its neighboring towns. Luxembourg is most famous for its effervescent Crémant and one of the main producers is Bernard-Massard. Of its 4 million bottles produced per year, 3.5m are sparkling. Cuvée del’Ecusson is a pale and somewhat fruity rosé worth mentioning, but what you shouldn’t miss is the limited edition Cuvée Brut – Fréderic Clasen – a full-bodied Chardonnay/Pinot Noir, which at €25, is a near steal. Book ahead to assure access to the degustation facilities and tours of the winery.

22 Route du Vin, Grevenmacher
bernard-massard.lu

The great outdoors

Find tips on the best places to head for for an active break at scandinaviantraveler.com
CURRENT TIMES

Canoes float slowly along the epicly green-banked Sauer River, mirroring jungle-like surroundings – Germany on the left, Luxembourg on the right – and a few fluffy clouds drifting across a picture-postcard sky. But paddling the 15km from Dillingen to Echternach is not only an exercise in Zen-like, meditative calm. Every few kilometers little cascades make sure you're focused. Not to worry, though – the cascades are just big enough to get your adrenaline pumping for 5–10 seconds, yet small and shallow enough to be conquered by beginners. Bring swimsuit and picnic – halfway there is an island with a little pebbly beach – a perfect place for a lunch break.

Outdoor Freizeit
10, rue de la Sure Dillingen, Luxembourg
outdoorfreizeit.lu
SERIOUS HIKING

The 112km Müllerthal Trail is famous for its sandstone rock formations, including head-shaped towers and deep, rocky crevasses. These are at times so steep and narrow that you have to pass one person at the time. A popular spot is the Huelee – the hollow rock – where you can see round, rocky scars from milling stones being cut out. This created a cave magical enough to be used in the 2016 BBC production of Peter Pan. The Müllerthal trail is located in the proximity of Echternach and consists of three connected routes.
mullerthal-trail.lu
When you’ve been making watches for as long as we have, some things just come naturally.

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Athens – a city reborn

Athens has been through a difficult decade. The most severe economic crisis in EU history has taken a toll on both the city and its people. But today, the city is buzzing with revitalized energy and newfound confidence.

By ALEX KING Photos by MICHAEL ODELBERTH

The arrival of the internationally respected Documenta contemporary art festival in 2017 was perhaps the first signal to outsiders that Athens was making a powerful comeback. Followed by being named the Unesco World Book Capital in 2018 and winning the title of European Capital of Innovation later the same year, Athens has underlined to everyone that it’s going from strength to strength as it emerges from the economic crisis.

“I was determined to show the world that Greek culture isn’t just bouzoukia and moussaka,” Iliada Kothra says about her decision to found Living Postcards seven years ago. “I wanted to showcase all the interesting things that were happening in the midst of the crisis – the new faces, artists and fashions – everything was changing.”

Today, Living Postcards is the definitive resource for discovering the best of modern Greek creativity. It has become a valuable database of successful projects – many of which would never have gotten started if the crisis hadn’t come along and convinced people to follow their dreams to become artists and entrepreneurs.

“The crisis brought a lot of misery with it,” Kothra remembers. “But every coin has two faces. It was like →
the crisis opened up new ways to do things, new ways of thinking and helped sweep out the old, stale practices. Without it, a lot of people wouldn’t have found the guts to do something different, to fulfill those passion projects they’d always been thinking about.”

Kothra has supported Leila Karr’s distinctive handbag brand Kooreloo from the early days. Karr was in her 40s with two kids when she launched the brand, and now her international success has picked up numerous copycats. None, however, can compete with her highly original creations that bring together locally-sourced materials, traditional techniques and one-of-a-kind fabrics – all injected with the personality of the artist.

Working with artists, designers and creators has taught Kothra volumes about what it takes to succeed in a challenging environment, something she shares with new projects through her consultancy. “Strategy, ethics and focus are the most important factors,” she explains. “I can help you with everything else, from marketing to networking and social media, but if you don’t have those strong fundamentals, you’ll struggle.”

For Kothra, becoming the spokesperson for the new face of Greek creativity has helped fulfill her own dream too, giving her the opportunity to travel widely and soak up new experiences. Her latest adventure will be to take a pop-up showcase of ten of the biggest and best independent Greek brands to emerging destinations around the world, such as Montenegro, Poland, Belgium and India.

“I want to share the message that Greece has totally changed – it’s not the same country it was 20 years ago,” Kothra explains. “I believe in small projects and people who think differently. Especially around Athens, you see many changes led by small groups of people who want to support their community.”

THE CREATIVE INDUSTRIES always live a precarious existence — both in Athens and abroad. Trained as a graphic designer, Vassilis Haralambidis has long been the driving force behind the BIOS bar and arts venue in Kerameikos. But when he saw the toll the crisis was taking on the local creative scene, he felt inspired to build something more ambitious that would function almost as a life raft and community center in one.

When Haralambidis came across the remarkable 1940s office building in Omonoia that once housed the pulp magazine Romantso, his idea began to take shape. The former printing offices were lovingly restored and re-fitted to create a multipurpose creative hub and cultural center over multiple floors.
“In the beginning, no one understood what we were doing,” Haralambidis recalls. “We had to explain the whole project to everyone each time. But now people understand what’s happening and they come to us.”

The breadth of activities Romantso manages to accommodate within its walls is quite remarkable – from drag shows to photography exhibitions, arts festivals and pumping club nights every weekend. As well as a bar, gallery, basement venue and a rooftop space, it has 24 separate offices which offer private studios and shared desks for local creatives. Many of the artists, freelancers and creative businesses use the space for free as part of the incubator program curated by Haralambidis.

“We focus on new creative projects,” he explains. “We’re not so concerned about the business model. We prefer to support those who have a really interesting portfolio or personality – people who are doing things that are original or culturally relevant. We like to support connections between the many different people who use the space. We’re always trying to keep a good balance of disciplines to ensure there’s a vibrant creative ecosystem.”

OVER IN NEOS Kosmos, under the watchful eye of the Acropolis, sit the sparkling storefront and laboratory of Daphnis and Chloe. Founded by Evangelia Koutsovoulou, it sources the finest herbs and spices grown by small producers across Greece. The original

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concept and pitch-perfect execution has caught the popular imagination, with the brand becoming a favorite among bloggers and publications around the world, including The New York Times – and believe me, the rich and fragrant flavors of the herbs speak for themselves.

Before founding the brand and finally moving back to Athens permanently in 2014, Koutsovoulou spent a decade studying and working in Italy, first in Bologna, then Milan. Happily working abroad as a journalist, she felt little desire to return home – especially when the crisis broke and most of the good jobs disappeared.

“Cooking with herbs is part of the Mediterranean tradition,” she says. “I didn’t really think much of it until an Italian friend got so excited about the oregano I would bring back from Greece, which sparked my curiosity. I started to do some research and discovered there’s so much richness in the plant world in Greece. The country has incredible biodiversity, with many totally isolated parts that have unique climatic conditions.”

Koutsovoulou realized that no one else was sourcing herbs made by small, traditional Greek producers. She recognized the opportunity to locate and work with the best natural farmers around the country, helping them raise their production to create a sustainable business and way of life. Developing each new product is a long and painstaking process – from harvesting to treatment and packaging – to ensure that each batch conveys the feeling of being picked from a mountainside or one of the islands. As a result, the collection has now grown to over 20 products, including Whole Greek Oregano, Greek Mountain Tea and Wild Thyme Flowers.

“Greeks have a long tradition of going abroad to study,” Koutsovoulou explains. “We’re like sponges, we soak up new ways of thinking, images, attitudes and experiences. What has drawn many of us back is a dream, which in my case was to do something positive with my attachment to the country and its nature.”

Koutsovoulou’s story is typical of a generation of Greeks who lived through the worst years of the crisis in other cities around Europe – and farther afield. But it’s often these émigrés who are now playing a crucial role as catalysts for the creative resurgence of Athens, lured home with a determination to do something new. It’s this exchange of ideas, lively dialogue with the rest of the world and new injections of energy that make Athens one of the most vibrant cities in the world today. ©
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Pangrati – far from the madding crowd

While much of Athens lives up to its noisy, lively and hectic reputation, certain pockets of tranquility can still be found – if you know where to look.

THE KALLIMARMARO OR PANATHENAIAC STADIUM

Explore Athens’ Olympic heritage in this remarkable stadium constructed entirely from white marble. If you don’t fancy paying the entrance fee, you can join the locals in the park that rings the stadium, where they jog, walk their dogs and take in the spectacular views.

Leof. Vasileos Konstantinou
panathenastadium.gr

OHH BOY

Kick off your day with a fresh, healthy brunch at Ohh Boy – which boasts a stellar selection of vegetarian and vegan options. With its elegant white aesthetics, you can almost imagine you’re reclining on a Greek island as you sit sipping your iced coffee outside under the trees.

Archaia 22
en-gb.facebook.com/ohhboygr

LIFE SPORT GALLERY

Life Sport is an innovative gallery that preserves its economic independence through the novel method of selling its own line of sweatpants. Expect a diverse roster of shows and installations that make full use of the idiosyncratic gallery space.

Ergotimou 26 • lifesport.gr

TO MAVRO PROVATO

To Mavro Provato, or The Black Sheep, is impossible to better for flavor – let alone for value. A Pangrati institution since 2012, the meze restaurant serves a variety of modern Greek dishes made from the country’s finest produce. Don’t miss their famous Hunkar Begendi or the marinated lamb, that’s so good it shouldn’t be allowed.

Arvanitou 31
romauroprovato.gr

RABBIT PUNCH

If the brunch options on offer at Ohh Boy were a little too healthy and wholesome for you, Rabbit Punch is the place to come for a truly indulgent brunch. Think pancakes oozing with chocolate, or smothered with peanut butter. The champion team of baristas who created Rabbit Punch are the same people behind Thiseio staple The Underdog and the coffee selection is hard to beat. Their specialty is mixing coffee with booze.

Effrinos 40 • therabbitpunch.com

COLIBRI

This Italian-inspired eatery is a local favorite and where you’ll perhaps find the best pizza in Athens. The juicy and decadent burgers are another reason to drop by – although beware of making too many plans afterwards, as you’ll need a couple of hours to digest the feast.

Empedokleous 15 • el-gr.facebook.com/Colibri

FRATER & SOROR

Here, gin is the focus, complemented by a wide range of tonics, from dry to herby or aromatic. Marble and metal combine to make one of the sleekest interiors in Athens, while hidden downstairs the small restaurant Phi Beta Kappa specializes in aged, smoked and grilled meats.

Aminta 6
en-gb.facebook.com/pages/category/Ba/Frater-Sor

SWEET GREEK TREATS

Find out how and where to indulge yourself in Greece, at scandinaviantraveler.com

Photo: Shutterstock

ATHENS
Getting older?

How smart food capsules can help you look younger for longer

Thinning hair? Turning grey? Naturally, you want to fight it. And now - naturally - you can. Biochemists at Oxford Biolabs, a company founded by experts from the University of Oxford, are offering solutions. Since 2009 the company provides natural science-based products to enhance youthfulness, beauty, health and well-being.

**TRX2®,** one of Europe’s best-selling hair supplements, has helped more than 20,000 men and women enjoy their thicker hair again and is now being sold in over 110 countries. Average hair thickness increases 23% after nine months and 39% after 18 months.*

“The greying of hair is determined by various factors not limited to genetics, including environmental factors, stress and poor diet”, reveals **Dr. Thomas Whitfield.**

“As we age, our hair follicles start losing their ability to produce the hair pigment melanin. We turn grey.”

The result of groundbreaking research is **Melaniq®,** which combines powerful active ingredients to help maintain normal hair pigmentation.

“When not caused by illnesses or pre-existing conditions, the appearance of the skin is mainly determined by ageing processes. Over time, as a person ages, skin becomes more dry, rough and thins out. This leads to a loss of elasticity, increased skin sagging, and the appearance of fine lines and wrinkles”, says **Dr. Manfred Gahrtz.**

**DRM4®** Molecular Food Supplement for Skin is the result of extensive research by the team of Oxford Biolabs’ scientists. The innovative product, which is incorporating the newest principles of so-called ‘pollution chemistry’ claims to delay the outcomes of skin ageing and oxidative stress by supplementing the skin with a proprietary blend of natural ingredients.

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HAUGESUND: In-Design
KRISTIANSAND: Möbelmiljø
LILLESTRØM: Storgata 6
MOSSE: Ekholtsveien 114
OSLO/SKØYEN: Karenlyst Allé 7
SKI: Åsenveien 8
STAVANGER: Marieterveien 21A
TROMSØ: Grønnegata 72-74
TRONDHEIM: Dyre Halses gate 1B
TØNSBERG: Øvre Langgate 50
ÅLESUND: Smibakken 3
GÖTEBORG: A&Co
STOCKHOLM: Regeringsgatan 12
Malmö: Sodergatan 5
KØBENHAVN: Oslo Plads 12
From the start, the lives of Jan and Per Broman were steeped in photography. Their father, a darkroom manager at Dagens Nyheter, Sweden’s largest newspaper, built a photo lab in their home and hung photos on every wall. Jan and Per learned the intricacies of picture-taking technology at an early age, and when they grew up they started Fotomässan, Scandinavia’s largest consumer photography fair, which traveled to cities and towns countrywide.

But the Broman brothers’ passion for photography didn’t stop there. Next on their agenda was opening a museum: Fotografiska, which they founded in 2010 in a red brick former customs house dating back to 1906. Its location? Along the waterfront in Stockholm’s hip Södermalm district. Since its launch, Fotografiska has been a smash success. More than four million visitors have flocked in to see exhibits featuring such stellar names as Annie Leibovitz, Lennart Nilsson, Gus Van Sant and Robert Mapplethorpe, as well as numerous emerging talents. And while they were at it, the Bromans installed the super-chef Paul Svensson in his own world-class top-floor dining establishment (which received the 2017

In the nine years since its debut, Fotografiska Stockholm has gone a long way in redefining the museum as a lively, multi-concept cultural space. Now it’s expanding.

By JONNA DAGLIDEN HUNT

Have museum, will travel

Fotografiska
Tallinn.
Art

Museum Restaurant of the World award.) A for-profit enterprise, the museum also has a bar scene, a busy shop, a conversation hub and a learning center. But why stop with Stockholm? If this enterprising duo could create a celebrated, multi-concept international meeting place focused on photography in their hometown, “perhaps we could export it to more locations,” Per Broman reasoned.

ALMOST TWO DECADES later, the brothers’ dream of international Fotografiska expansion is turning to reality in not one but three more cities. Earlier this year, a branch of the museum, complete with a café, restaurant and photography art and gift shop, opened in Tallinn, Estonia. This October, Fotografiska descends on New York, where it will occupy the entirety of the six-story, 4,000sq m Renaissance Revival landmark building dating back to 1894. Located at 281 Park Avenue South, it’s sandwiched between the languid, residential Gramercy Park neighborhood and the hustle-bustle Flatiron District. Next year, a London outpost is set to open. Each city’s version of Fotografiska will convey the original museum’s guiding principle – inspiring a more conscientious, more connected world through photography. At the same time, “the cultural differences of each location will be explored. We’ll let these differences blossom,” Per Broman acknowledges. New York, he says, “will allow us to be especially daring. I believe that the museum will be a nice part of the palette of experiences available in that city.”

Presented in partnership with TIME, Fotografiska New York’s opening exhibition will feature works by Ellen Von Unwerth, Tawny Chatmon, Helene Schmitz, Adi Nes and Anastasia Taylor-Lind. In addition, there’ll be workshops, artists’ talks, evening events, a highly curated art and book shop, a high-caliber restaurant that’s likely to make waves, and what the Fotografiska New York website describes as “a speakeasy lounge concept.”

‘The cultural differences of each location will be explored. We’ll let these differences blossom’
"If it works in Stockholm, it will work abroad," Jan Broman says, when he’s caught back in Sweden between trips. He’s been putting the final touches on the New York grand opening. “It took two years to find the building and six years to finalize our partnerships. We’re now at the easy stage, building the exhibit and employing staff. We were a bit naïve at the start and thought the process would be quicker. Today, we know that a project like this never takes less than two and a half years. The biggest challenge has been relocating the concept while keeping the soul and culture of what we’ve accomplished in Stockholm,” Jan continues. “The overall experience that we envisioned, with a restaurant equal to Fotografiska’s in Stockholm and a space that becomes a meeting point is better than we had ever imagined.”

FOTOGRAFISKA, HE MAINTAINS, can’t be compared with other museums. “We do things in a slightly different way. Soho House in London, for example, is closer to us than a traditional art museum is. Of course we showcase art – that’s something we have in common with other museums. But we’re open seven days a week, 365 days a year, which means we demand something completely different than what’s found at a national museum.”

To which Per Broman adds that Denmark’s Louisiana Museum of Modern Art has served as a major inspiration. “I’ve spent many hours there, not necessarily viewing an exhibition, but just wandering around the park. We envisioned such a feeling from the start, and today we often get a lot of praise for that.”

“When you visit Fotografiska, you will soon discover that we treat our guests to the equivalent of a hospitality experience. That’s evident in everything we offer – visiting the shop, meeting the staff, experiencing the food and drinks we offer, and the design of the exhibits. It’s all based on a social agenda, not just on paper, but all the way through. A traditional museum can collect and archive – we want to inspire others to participate and contribute to a more conscientious world.”

Jan and Per Broman’s five favorite museums

LOUISIANA MUSEUM OF MODERN ART, HUMLEBÆK, DENMARK

1 The exhibits are not necessarily the main attraction at Louisiana, located half an hour north of Copenhagen. Perched above a beach with a panoramic view of Sweden across the Øresund, this tranquil place is a fully immersive experience and was the only museum that served as a complete role model for us when we were creating Fotografiska. We always leave Louisiana happier than when we arrive.

Gammel Strandvej 13, Humlebæk, Denmark
louisiana.dk

DIA:BEACON, BEACON, NEW YORK

Situated two hours north of New York City in a former Nabisco box-printing factory along the Hudson River, this spacious museum with stunning interior sight lines not only exhibits a diverse range of art from the 1960s to the present day, but is truly a resting place for the soul, an enjoyment for all senses.

3 Beekman Street, Beacon, NY
diaart.org

"In a way, it feels like we’re coming home’
J. PAUL GETTY MUSEUM, LOS ANGELES, CALIFORNIA
Based in two locations, the Getty Center and the Getty Villa, this venue, like Dia:Beacon and Louisiana, is more than just a museum specializing in Greek, Roman and Etruscan art from the Neolithic era to Late Antiquity, it’s a full experience. The architecture and garden are stunning.
1200 Getty Center Dr, Los Angeles, California
getty.edu/museum

AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK, NEW YORK
Being the largest repository of natural history artifacts from around the world, this museum, facing Central Park, is just crazy-big and always contains a surprise in each new gallery.
Central Park West & 79th Street, New York
amnh.org

MUSEU DE FADO, LISBON, PORTUGAL
We love Lisbon! And we love this museum dedicated to the history of the region’s historic fado music. Audio guides let you experience dozens of fado songs spanning the decades.
Largo do Chafariz de Dentro 1, Lisbon, Portugal
museudofado.pt

This raises a question. Are these two brothers, who started out as hobbyists and went on to plan exhibits at local consumer fairs, up to the task of running a museum in one of the most trafficked cities on the globe this year, and then repeating that task next year in another world-class city? Are they biting off more than they can chew? The fact is that Jan and Per Broman bring with them a huge and innovative cultural offering, and they welcome the challenge. They see it as a major plus. And fundamentally, they’re revamping the museum concept.

“The first time we visited New York, we were relieved that we weren’t initially opening there, but rather in Stockholm,” Per Broman says. “At the same time, New York offers a huge advantage. The world’s best photography was born here. It feels like a natural place for us. We often hear that ‘Fotografiska is more New York than Stockholm.’ In a way, it feels like we’re coming home.”

Photojournalist Anastasia Taylor-Lind documents issues related to women, violence and war.

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Photo: Anastasia Taylor-Lind
Museums on the move

Fotografiska is far from being the first world-class art museum to open branches abroad.

POMPIDOU CENTER

In 1969, French president Georges Pompidou proposed bringing a multifaceted cultural center to Paris. His sprawling vision, designed by Richard Rogers, Renzo Piano, and Gianfranco Franchini, became reality in 1974. Inside are a huge public library, the Musée National d’Art Moderne (the largest modern art museum in Europe) and a center for music and acoustic research. In 2019, a Shanghai branch designed by David Chipperfield is set to open in a gallery in that city’s West Bund Art Museum.

Centre Pompidou
Place Georges-Pompidou, Paris
centre.pompidou.fr

LOUVRE MUSEUM

The historic Louvre in Paris, dating back to 1793, is the world’s largest art museum. In 2017, an extension specializing in historic and sociologically significant art works, and designed by the French architect Jean Nouvel, opened in Abu Dhabi. In contrast to its original, it is a contemporary building, complete with a metallic lace dome designed to mimic date palm leaves.

Louvre Museum
Rue de Rivoli, Paris
louvre.fr

STATE HERMITAGE MUSEUM

The Hermitage Collection, founded in 1764 by Catherine the Great in St. Petersburg, Russia, houses more than three million items displayed in several buildings, one of them being the renowned Winter Palace. In 2004, the museum opened a branch in a classical-style building, dating back to 1881, along the Amstel River in Amsterdam. For over three centuries it had served as a massive retirement home.

State Hermitage Museum
Palace Square 2, Saint Petersburg
hermitagemuseum.org

SOLOMON R. GUGGENHEIM MUSEUM

Exactly 60 years ago, in 1959, Frank Lloyd Wright designed a spectacular spiraling building on Fifth Avenue in New York’s Upper East Side. Its aim? Housing the collection of the Solomon R. Guggenheim Foundation, which has promoted modern and contemporary art since the 1930s. The foundation has opened branches in Bilbao (in a Frank Gehry-designed building) and Venice (the Peggy Guggenheim Collection), with a location in Abu Dhabi opening soon.

Solomon R. Guggenheim Museum
1071 Fifth Avenue, New York
guggenheim.org

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1919 Navy Diver

Ole Mathiesen’s first diver’s watch, the 1919 Navy Diver, was launched in a limited edition with a matte black diamond-like carbon case and a strap of black leather or rubber. This new version is presented with a matte, sandblasted stainless steel case and watchband.

The diver’s watch features automatic movement and stands out from most contemporary diver models owing to its vintage-inspired design and measurements of a slim 40mm in diameter and only 10 mm in height.

The new diver enters into Ole Mathiesen’s continuously evolving history as a dynamic diver’s watch that has a solid yet discreet presence on the wrist.

With its monochrome expression – tone-on-tone in matte grey and matte black – the unmistakable Ole Mathiesen features are passed on in a new variation. The original intention was to polish the watch with fine traces of grinding marks, but by chance, one of the first prototypes was sandblasted, which is an equally complicated process. The interplay between the industrial surface finish of the steel case, the matte black, DLC-treated rotating bezel and the matte-polished aluminum numbers that grows out of the rotating bezel impresses. The arrow-shaped diver’s hands and hour indicators are luminous against the matte black watch face. Simultaneously simple and advanced, the harmonious design has the finished look characteristic of Ole Mathiesen. Every detail is marked by uncompromising materiality. This diver is in its element in the silent underwater universe.
“Stillness of style,” is how Christian Mathiesen describes the Ole Mathiesen design. Although Ole Mathiesen is not a design brand, its unmistakable design idiom contributes to the essence of the watches. The Ole Mathiesen characteristics seem to express inner strength and offer a reassuring sense of security. The stillness of the design makes the pure aesthetic feel right in the present, as it has in the past and will in the future.

For centuries a watch was an instrument whose purpose was to measure time, contained within a beautiful case with well-executed dial. Today design plays an increasingly important role. “As far as branding is concerned, these days storytelling and emotional appeal are just as important,” says Christian Mathiesen. The Ole Mathiesen watch design generated such enthusiasm from the start that the impact of the brand is regarded as anachronistic.

The philosophy behind the design of the watches was a direct expression of Ole Mathiesen’s ambition to create simple, well-proportioned timepieces of high quality at affordable prices. This concept is rooted in the Danish design tradition of the 1960s, and follows the design mantra “form follows function.” This principle is associated with 20th century modernist architecture and Bauhaus and was the guiding principle for Christian Mathiesen and the research and development team in the design of new collections.
It can take countless drafts, prototypes and attempts to get the proportions right and to create visual balance. The substance of the materials hangs in the balance of tenths of millimeters, and this means that we have to alternate between technical illustrations and hand-made models.

Christian Mathiesen

“In the development phase of our new 1919 Sportivo, we felt a strong need to create a collection that reflects our inheritance and history and that is rooted in the present. That means taking the best from the past and present to bring about a sense of being both sensible and modern,” tells Christian Mathiesen, who is responsible for the design. Recognizing the influence of historic models from the 1950s and 1960s, the design attempts to produce a well-proportioned watch with the substance and quality of details that are essential to Ole Mathiesen. Watch design often starts with the inner workings, but it is not simply a matter of placing the hands and indicators where the driving mechanism requires them to be.

Christian Mathiesen explains, “The development of a new watch involves a reciprocal exchange between the non-visibility of the technical architecture of the watch movement and the overall visible aesthetic. We do not produce the movements ourselves, but we have them adapted so that there is optimal interplay between the inner functions and outward appearance. Although my father’s classic watch from 1962 is ultrathin without anything superfluous, it is very interesting to create new watches with the characteristics of the classic version but with greater volume. It seems to me that the models I have developed since 2000 share a fascinating tension between the simplicity and complexity that is also found in the Ole Mathiesen watches from the 1960s,” continues Mathiesen. The technical discipline that is required of the design team cannot be achieved by mathematical calculations alone. Another important part of the process is making prototypes and testing them on the wrist. This gives a better sense of the watch and that enables the team to determine the best surface treatment as well as solutions for the design details. “It can be as little as a tenth of a millimeter that makes all the difference,” says Christian Mathiesen. The team persists in this phase until they can sense that they have ‘struck gold.’ Although the result may appear to be relatively simple, its development often takes years.
These days a lot of the younger generation wear smart watches, but Christian Mathiesen is confident that many of them will aspire to have a more classic, luxurious watch in the future. “We remain honest and authentic in relation to our aesthetic and design idiom, so I believe that our watches and their understated signal value will be attractive for younger generations too.
In the development of the new series, apart from the functionality and technical aspects, we have attempted to create a special ambience and spirit that characterize the collection, and to find ways for the watches to embody this emotional experience.”
“The prototypes we are producing consist of two automatic versions and two battery-driven quartz versions. For the first time in our history, we are also making a chronograph,” he continues.
The development of the company’s first chronograph has been an exercise in uniting opposites. The simple and humble expression on the dial of the watch contrasts with the mechanical complexity that lies within. “We always attempt to follow the design mantra, ‘form follows function’ but in this case, the task consisted of downplaying the complexity of the watch movement in the expression of the dial, while at the same time increasing the active, athletic signal value of the watch,” says Christian Mathiesen.
The finished watch is not yet ready to be presented, but Christian Mathiesen is happy with the result. “I really think that it has succeeded well,” he says about the model that is aimed at young, active individuals. The 1919 Sportivo collection refers to the 1919 Heritage collection that honours the first generation of the family, Axel O. Mathiesen, who founded the watchmaking business in Copenhagen 100 years ago. The new collection is expected to be ready in the summer of 2019.
Producing prototypes is essential to the design process.
For decades now, fine mechanical watches have been contrasted with digital quartz watches. Wearing a mechanical watch makes an explicit anti-digital statement. It embraces a concept that originated not only well before the computer, but even before electricity was harnessed. It tells time but is timeless. It is a fragment of eternity encapsulated.

But that has not always been the case. The first digital mechanical wristwatches were created in the 1920s as a discreet way of telling time. Ole Mathiesen developed his “Digital Jumping Hours” in the late 1960s as a philosophical comment to time. Although individual minutes are not shown digitally (only every 5, 10, 15 and so on), Ole Mathiesen’s “Digital Jumping Hours” was groundbreaking in its construction and how now the digital display could be read from left to right.
Ole Mathiesen’s “Digital Jumping Hours” with its mechanical hand-wound movement, digital hour and minute displays and sweeping second hand. Stored energy is released once an hour to move the hour hand right on the stroke of the hour. At the time of its launch in the late 1960s that was quite a masterstroke.
Inspired by the creative spirit that influenced Danish architecture and design in the 1960s, Ole Mathiesen launched its first simple watches in 1962, and they have since become classics. The intention at the time was not to establish the foundation of a brand, but rather to make a watch that Ole Mathiesen felt was missing.

The watches Ole Mathiesen produced in the following decades were created with the same fundamental consideration. From practical, philosophical and aesthetic perspectives, many of the watches were the first of their kind. Take the prize-winning classic from 1962. A discrete affordable classic. “Digital Jumping Hour” from 1969. It had a horizontal digital display some years before the digital quartz watches. The playful “Bubble Watch” was a waterproof summer watch cast in plastic and introduced in 1972, long before Swatch entered the watchmaking scene.

Despite the wide range of models represented, the Danish watchmaker has a sure sense of style that marks the brand.

Although the watch Ole Mathiesen presented in 1962 represents a clean classic design unmoved by the ebb and flow of popularity, the company has launched a number of creative watches that hint at the trends of the era.
1962: Typical of its time, the simple classic with roots in the Danish design tradition.
1965: The classic ellipse, inspired by Piet Hein’s Superellipse table from the same period. 1967: The simple and distinguished “gentleman’s watch”
1969: In “Digital Jumping Hours” the time is displayed digitally and horizontally. 1971: The industrial silhouette of the watchcase makes for a sportier look. 1975: Minimally decorated to signal abundance after the oil crisis.
1972: Moulded in plastic, the “Bubble Watch” was the playful waterproof summer watch of the era. 1975: “Racing,” a sailing watch, could be set before the start to take time. 1988-90: The “Red Dot” and “Time Gauge” from the design collection in which internationally-known designers drew the faces of the watches.
At the start of the millennium, Christian Mathiesen, representing the third generation in the watchmaking family, entered the business intent on building the brand. With a classic yet innovative approach, he aimed to create a number of collections with ties reminiscent to the history and legacy of the company. New generations of Ole Mathiesen watches are marked by the uncompromising certainty and the impeccable materiality embodied by the “classic” from 1962. The current goal is to appeal to younger clients who appreciate the understated, classic yet modern design. Since this generational shift, the refined dials and signalling value of Ole Mathiesen watches are increasingly appealing to a younger generation. The design philosophy behind Ole Mathiesen watches was established in 1962 and the ambition is still to create simple timepieces with harmonious proportions and high quality materials at affordable prices. The design expression is rooted in the Danish design traditions from the 1960s, which were strongly influenced by the Bauhaus mantra “form follows function.” Christian Mathiesen and the Research & Development department draw on these traditions when designing new watches. “A simple, understated, elegant form of expression is in our DNA,” said Christian Mathiesen. While Ole Mathiesen designed a watch because he felt that it was missing in the market, Christian Mathiesen designs new watches and models to harmonize the range of the brand. Innovations are rooted in the company’s long history. The small Copenhagen-based watch company has been striving toward perfection since 1919. Values that made up the foundation one hundred years ago, were based on quality, honesty, ingenuity and focus on detail. When Ole Mathiesen designed his first watches in the early 1960s, he built on that foundation, and it still constitutes the backbone the watchmaking business now led by Christian Mathiesen. The small family-owned business enjoys the independence that enables it to design, develop and produce watches without consideration for temporary shifts and fluctuations. Things are still done with respect for the history of the company and past generations of watchmakers. The stylistic consistency of the clean and simple aesthetic is what makes the watch feel so right now, in the present, just as it did in the past and will for many years to come. The distinctive features of the Ole Mathiesen design seem to project an inner strength. This is a versatile watch that can be worn for any occasion, a classic that people of any age are proud to wear.

RIGHT The different families, which represents the Ole Mathiesen collectionen: 1962 Classic, Royal Marine, 1919 Navy Diver, 1919 Heritage and OMS
DEVELOPING PROTOTYPES ARE ESSENTIAL IN THE DESIGN PHASE
BY APPOINTMENT TO
THE ROYAL DANISH COURT

Ole Mathiesen

100 YEARS

INTRODUCING THE 1919 SPORTIVO COLLECTION

Available from november at your local Ole Mathiesen retailer and on www.olemathiesen.dk
INTRODUCING THE 1919 SPORTIVO COLLECTION

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Is it possible to perform a loop on a commercial airplane? If so, would there be a moment of weightlessness?

**Andreas**

Hi Andreas!

A loop is an aerobatic maneuver initiated by pulling the nose up and continuing around to make a 360° circle, which is called an inside loop, or by pointing the nose down – an outside loop. An inside loop will put the pilot and aircraft under substantial G load which happens when you suddenly pull back on the flight controls. The gravitational force can be four times greater as is the strain on the wings. At the same time, the pilot’s blood is forced downwards making him or her feel light-headed. Most aerobatic aircraft are approved for around 6G, which is the point at which many untrained pilots would experience a blackout. Commercial aircraft are also approved for a maximum G load. For example, an Airbus is approved for -1 to +2.6 G. Most other commercial aircraft have the same G limitations since they are built to the same standards. On these aircraft, you would be able to start a loop but it would stress the wings beyond their limits and you’d probably end up pointing the nose of the aircraft up to the point where it would stall and the plane would start falling to the ground.

So the answer is basically no, you cannot loop a commercial airliner. You can, however, loop an aircraft built for aerobatics. These usually have a better weight-to-power ratio than a commercial jet and would have sufficient power to bring the aircraft all the way around without stalling. If it’s done correctly, you wouldn’t feel weightless as there would be a positive G load even at the top of the loop.

I hope this answers your question!

**Simon Andersen**

First Officer

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**Ask the pilot**

How fast can a plane actually fly? Does it always take the most straightforward route? Can you do a loop in one? And what does it take to actually fly one? The people with the answers are the SAS pilots.

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**Simon Andersen**

→ Age: 38  
→ Career: Has flown CRJ, Boeing and Airbus  
→ Home base: Copenhagen  
→ Flies: Airbus 319-321  
→ Flight hours: 6,000

→ If you also have a question about aviation, send it to askthepilot@scandinaviantraveler.com and look for the answer in an upcoming issue.

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When dimmed, the color is amended steplessly towards a warmer light. Just like the sunset or the fireplace. That’s why WarmDim LED gives you the pleasant and comfortable color tones that you’re used to from conventional incandescent and halogen lights.
To coincide with welcoming the world’s most fuel-efficient aircraft into its fleet, SAS is unveiling a new livery – a first in 21 years. The new look reflects the airline’s iconic history while also pointing to a sustainable future.

By DANNY CHAPMAN
“W

were proud of our history
but aiming for a more sus-
tainable future, says Rick-
ard Gustafson,” President
and CEO at SAS. With the new livery, we
want to manifest this with a forward look
that will take us further into the future.
Some of the first aircraft to feature the
new design will be the new Airbus
A320neos and A350, the world’s most
modern and fuel-efficient aircraft. It re-
ffects the SAS agenda to drive positive
change by reducing our climate impact.”

The new SAS livery was launched in
September 2019 to coincide with the
entry of the new Airbus A350 and
A320neo aircraft into the SAS fleet. By
year-end, up to 18 new-look aircraft will
be taking to the skies and another 35 are
scheduled during 2020. Eventually, the
entire SAS fleet will be updated.

The Airbus A350 and A320neo are key
investments for SAS and part of the
extensive renewal of its fleet that is
entered to reduce emissions and reflect
the Scandinavian outlook on travel. So it
was no coincidence that SAS decided that
the first plane with the new livery would
be the new A350 Ingegerd Viking fol-
lowed by a few A320neos. The airline has
initially purchased eight new Airbus
A350s and 80 new Airbus A320neos as
well as five Airbus A330s Enhanced and
three Airbus A321LRs, all of which will be
delivered by the end of 2024.

“The current SAS livery has been a
design icon for about 20 years,” says
Kristine Mayer, who is responsible for
SAS product design, including the livery.
“But it was time for an update. And as
SAS is investing and updating its fleet for
a more sustainable future, we wanted to
manifest this with a new, updated, mod-
ern livery. The new SAS livery is the
proof, or symbol, of a more sustainable
and competitive future. Reducing our cli-
mate impact is key at SAS, so this closely
aligns with our strategy.”

THE LIVERY HAS been produced with a
coating material provided by AkzoNobel,
which means that fewer layers of paint
are required. This reduces the weight of
the aircraft, which translates into fuel
 savings and reduced CO₂ emissions. The
paint also contains fewer toxins than con-
ventional aircraft paint.

The blue belly
→ Analysis and customer feed-
back showed that SAS’ unique
blue color is strongly recognized
by the community of SAS travel-
ers. SAS’ new livery embraces
this unique relationship between
SAS and true travelers by en-
hancing and extending the blue
color of the tail further down the
belly of the plane.

SAS LIVERY
THROUGH THE AGES

1946
→ The first SAS livery consisted
of a Viking longship with a dra-
gon head across the fuselage.

1983
→ After almost 40 years, SAS
got an image makeover with a
white fuselage and the charac-
teristic Scandinavian belly
stripes.

1998
→ A blue tail, red engines and a
designed corporate logo and
signature were elements of the
new 1998 look.
LACROSSE

STEEN OG STRØM: OSLO - FOLLESTAD: OSLO, SANDVIKA, FORNEBU, STRØMMEN, JESSHEIM
4 MEN: CC-VEST, SANDVIKA, STORO, BEKKESTUA - SKONNORD: SKI - KLEINS: TRONDHEIM
AIRPORT RETAIL FASHION: GARDERMOEN, VÆRNES, SOLA, FLESLAND, GÖTEBORG, ARLANDA,
HELSINKI, REYKJAVIK - MARTY STORES: Malmö, Helsingborg

www.lacrosse.no
The new livery is an important part of the identity of the entire SAS brand. “Product design, which includes the livery, has always been an important part of SAS’ design history,” Mayer says. “And the SAS livery is one of Scandinavia’s most important brand icons. With the new livery, we think we have found a design that plays with our history, but at the same time underlines both our ambition to innovate and our strategy to always look forward. It also reflects the new SAS visual identity and a harmonization of the entire product design expression, both on the ground and onboard. This is important to give our travelers a holistic design impression throughout the entire customer journey.”

**THE NEW SAS** livery is the result of a collaboration between the small SAS design team run by Mayer and Bold, a Scandinavian brand and design agency that started working with SAS in 2014 to refresh the SAS brand’s overall visual identity.

“It started off with obsessive sketching by a large number of creatives in our Stockholm, Oslo and Copenhagen studios,” says Oskar Lübeck, founder and Chief Creative Officer at Bold. “We took a broad approach at first and created hundreds of sketches. Several concepts were considered before the final proposal was chosen and approved by SAS management. We then continued working closely with the Airbus design team in Toulouse, looking at color samples and making adjustments in 3D models of the different aircraft in the SAS fleet to achieve harmonization and balance.”

“The new SAS livery has been created through great teamwork between the tight SAS internal design team and our external design agency,” adds Mayer. The new SAS livery is a modern take on Scandinavian design. “It’s a combination of Nordic simplicity and sophistication boosted with lots of positivity,” adds Lübeck. “SAS is proud of its Scandinavian heritage but at the same time optimistic about the future.”

“We hope that the new livery will be something that makes our travelers proud, that we have created a design that reflects the past and a vision of the future, adds Mayer. “And that it instills a clear feeling that we, and they, are bringing Scandinavia to the rest of the world. We also really hope that the new livery will bring awareness to the huge investment SAS is doing regarding sustainability.”

“Since SAS was founded in 1946, Scandinavian design, famous for its combination of quality, simplicity and functionality, has been a vital, and often expected, part of the experience when traveling on SAS,” adds Gustafson. The new livery design is a symbol of our future, a more sustainable and a competitive future for SAS, but one that also embraces our heritage.”

**Scandinavian heritage**

- The wordmark “Scandinavian” is still located on the engines, but now in dark gray to provide sufficient contrast to the light gray-silver color of the fuselage and to flirt with SAS’ interior design color scheme. The word “Scandinavian” has also been proudly placed on the belly of the plane to symbolize SAS’ Scandinavian heritage and offer clear visual identification from the ground. This heritage is also manifest in the three Scandinavian flags that have been updated in a modern elegant way.

**Secret verse**

- Poems on the inside of some engines that are only visible from a number of seats are a nice hidden gem.
TAKING CARE OF JET LAG SINCE 1963

STAY FEEL LIVE BETTER
2019

Shades of gray
¬ The previous gray color used on the fuselage has been replaced by a fresher shade.

Recognizable tail
¬ The tail is one of the most recognizable parts of an aircraft, so retaining the iconic blue whilst providing it a fresh new look was a vital element of the new design.

Scandinavian heritage
¬ The three Scandinavian flags have been updated in a modern elegant way.
'The new livery design is a symbol of our future, a more sustainable and a competitive future for SAS, but one that also embraces our heritage'

Rickard Gustafson, President and CEO at SAS

A name to be proud of

A big proud and confident SAS logo in a silver-gray tone is now at the front of the plane.

The crowns

The earlier red engines have now been turned into silver-gray and dressed with SAS’ blue crowns to harmonize with the company’s visual identity. This also embraces the connection between SAS blue and SAS’ true travelers.
New livery

The new livery
starts here

Imagine how much time and effort it takes the average person to paint a house. So just think of the challenge faced by the team at the Airbus paint center in Toulouse as they got to work on the new-look SAS fleet.

By GEOFF MORTIMORE

At the cavernous paint shop at Airbus, Toulouse, France, Patrick Gerussi is looking forward to his latest challenge – giving SAS planes their new look. The shop at the Airbus Design Office is part of a network of similar facilities at the planemaker’s final assembly sites, which also include Hamburg, Tianjin in China and Mobile in the US.

“In the case of a completely new design like this, the challenge is a really interesting one because it’s not an adaptation of an existing livery, but an entirely new project,” he says.

Although it was long kept under wraps, the process of changing SAS’ livery actually began nearly a year ago. For obvious high confidentiality reasons, Gerussi was one of only a few people involved right from the beginning of the process. Then gradually, more people were involved as the planes themselves were assembled in Toulouse and prepared for their new outfit.

The process is complex. First, the planes have to be stripped of their existing coat of paint, even though it would be quicker and easier to simply add a new coat on top. In many ways, the preparation is similar to painting a house – surfaces have to be cleaned and windows need to be taped while stencils and more tape have to be carefully applied to avoid colors bleeding into each other.

Then comes the first coat.

“The vertical stabilizer, the winglets and the engine nacelles are all painted separately very early in the process. The fuselage and wings are painted after the aircraft has been put together on the final assembly line in Toulouse around one month before the final delivery,” says Gerussi.

THE OVERHAUL OF the SAS fleet will be carried out in several stages, starting with the A350 XWB. The size of the task at hand is staggering when put in context – after all, the painted area on a single wide-body plane is approximately the size of a football field. Some 1,500 liters were used to paint the first SAS planes, according to Gerussi.

Perhaps surprisingly, much of the work is still done by hand. “The complete surface of the aircraft is painted manually using electrostatic spray guns,” says Gerussi. “All of the preparation work is also done by hand by the painters. The technical markings too,” he adds.

The good news is that once this mammoth task has been completed, the environmentally friendly solvent-based polyurethane paints means that the planes will retain their color and gloss for some 12 years before needing a new coat.

So how does it feel to see the “birth” of the newly designed SAS planes?

“It’s really a great pleasure to see the exit from the Paint Center of a plane with a new livery that had never been applied until now. I was proud to be involved in SAS’ new livery design.”

The components are first assembled at Airbus in Toulouse, then painted.
HOTELS WITH CHARACTER AND STYLE
AT THE BEST ADDRESSES

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“We want to bring a raw elegance into our jewellery, by making a design that reveals the exquisite craftsmanship behind each piece”

Paul Newman, Founder
An electrifying future awaits

From engaging in research projects on electric planes to seeking a better supply of biofuel, the aim to reduce the climate impact of the aviation industry and making it more environmentally friendly has never been higher on the agenda.

By GEOFF MORTIMORE

The era of electric planes is no longer a question of “if”, but rather “when and what shape will it take?”

SAS is actively engaged at both ends of the spectrum of realizing the development, with research and production being backed in technologies that will make electric-powered flying both possible and financially viable.

Before that, though, several steps are either already in place or on the way, as the need to reduce CO₂ emissions increases.

“The first step for us has been to add new, more fuel-efficient aircraft to the fleet – the Airbus A320 and A350. It’s pleasing that we’re using less and less fuel per flight when we introduce new technology,” says Lars Andersen Resare, Head of Environment & CSR at SAS.

The next step is to think beyond the current fossil fuel and work on increasing the supply of biofuel, although ultimately, even that is likely to act as a bridge between fossil fuel and electric or hybrid-electric planes on shorter routes in the beginning, he adds.

SAS HAS BEEN quick to react to emerging technology and has already signed a research agreement with Airbus, as well as backing other smaller-scale projects.

“We want to properly future-proof ourselves, so we’re looking at interesting initiatives, making agreements with partners and investigating ways to contribute with our knowledge and expertise,” says Andersen Resare.

The first electric planes we’ll see in the air will be small and will only cover short distances, but vitally, for the likes of SAS, they will serve as a development platform for new technologies. If successfully scaled up, it

(Top left) Forestry waste is anticipated to be a viable raw material for future biofuel production in Scandinavia.

Various models based on both existing and new shapes are being conceptualized at Airbus.
Sustainability

will mean that it’s possible that in the 2030s we’ll see a 100-seat passenger plane that’s a hybrid electric aircraft – something that aligns with SAS’ long term ambitions.

Development at the moment is focused on commercializing aircraft with up to 15 seats in the period 2025-2030 and several projects have already been unveiled. One example is a Swedish, Silicon Valley-based start-up that is developing aircraft that initially will be able to cover shorter distances. The plan is to launch small 19-passenger aircraft capable of flying up to 400km.

“We are supporting this project, even though that market isn’t something we’re interested in. The tech behind it will be scalable into larger aircraft though,” Andersen Resare says.

Ultimately, the ambition is larger passenger aircraft, which was the thinking behind this year’s Memorandum of Understanding with Airbus, a longstanding SAS partner. According to the memorandum, the two companies will research and assess the opportunities and challenges regarding airline operations and infrastructure linked to introducing new hybrid-electric aircraft. With an aviation industry goal of cutting CO₂ emissions to half of what they were in 2005 by 2050, the development of electric planes is set to be a key factor. And consumers are curious to see what the next generation of aircraft may look like.

“THEY WILL LIKELY look different than existing aircraft,” says Glenn Llewellyn, General Manager Electrification at Airbus.

“Perhaps they will have distributed propulsion, meaning several motors instead of the two gas turbines that we see on existing aircraft,” he says. “Electric motors are much lighter and smaller than gas turbines, so are easier to locate where they provide the most aerodynamic benefit. This also means that we can potentially reduce in size or eliminate completely the rudder at the rear of the aircraft because we will control the direction using the electric motors instead of the tail.”

And it’s not just how the planes look that will change, according to the Airbus executive. The noise they make and how they are refueled will also be different.

“Electric or hybrid-electric aircraft will probably allow us to reduce cabin noise and noise around the aircraft. This will be because either we will have no gas turbine or we will be able to operate it much more flexibly, complementing it with an electrical energy source.”

With so much happening already, there is justifiable excitement, although Andersen Resare points out that the process from the design stage to commercialization can be a long one, especially with as yet uncommercialized technologies.

Whether the first planes in the air will be hybrids or small-scale, short-distance air taxi-like vehicles, the technology is clearly on the way, and the time frame is shorter. The race is well and truly on.

‘Consumers are curious to see what the next generation of aircraft may look like’
WORLD CLASS RIESLING

The Riesling wines from Kloster Eberbach in Rheingau are true gastronomy wines. Their energy and lively acidity lifts your meal to new taste sensations.
Innovation

THE FALL OF THE TECH GIANTS

“There was a lot of buzz at SXSW about whether the tech giants might be split up, as they’re too dominant,” Forsberg says. “This will affect SAS as we make lots of sales through our direct channels, and Google, for example, is very dominant when it comes to sending us traffic. So the future of the tech giants affects who we do business with. We need to understand what’s going to happen and be careful about it.”

UNLOCKING DATA

“Companies like SAS digitalized their business many years ago,” Forsberg says. “And in the process, they unknowingly locked data in many different systems which operate as silos. At SXSW there were lots of ideas about how to unlock that data. We can’t have silos anymore. And we need to make sure we can use data to give better service to our customers, by, for example, providing information via digital devices, which today, every customer has. We also need to work with data security, to avoid being vulnerable to attacks and to prevent data from being misused.”

TRANSPORTATION WILL NEVER BE THE SAME

“The arrival of autonomous vehicles created one of the biggest buzzes at SXSW this year,” Forsberg says. “Self-driving electric cars will be with us very soon. They’ll provide opportunities for commuters to work en route, meaning people will be happier to spend time in cars. This could have an impact on our short-haul routes. The development of Hyperloop trains, which operate in vacuums created in tunnels and could mean train journeys between Stockholm and Helsinki of 30 minutes, will have a similar impact. Uber, meanwhile, aims to have flying taxis in the air in five years. Electric flying vehicles could be a big opportunity for SAS. We need to understand all the trends and dramatic changes to the transportation industry discussed at SXSW and prepare for how they will impact our business.”

Emerging innovations at SXSW

The emerging technology sector is a big part of the SXSW festival, which takes place annually in Austin, Texas. This year, Mattias Forsberg, the head of SAS’ digital innovation, was there to find out what trends will impact the aviation industry.

By DANNY CHAPMAN

GETTING ON TOP OF ARTIFICIAL INTELLIGENCE

“Most large businesses, including SAS, are starting to use AI,” says Mattias Forsberg, SAS Chief Information Officer. “At SXSW, the discussion had changed from if we should use AI to how to use it in the best way. We also need to accept that with AI, mistakes will happen, just as with people. So we need to create robust systems and processes. Another challenge is that you need real data for training and to make AI work, but you only get that through real customer interaction. That’s why we’re rolling out the SAS digital travel companion Turi gradually. As we get more data, it will be expanded.”
CLEOPATRA

A mysterious snake winds its way around Cleopatra’s vase of mouth-blown crystal. The inspiration comes from Ulrica’s childhood, when the curious four-year-old tumbled into a nest of grass snakes. Her mother reacted the way most mothers would. But Ulrica was enchanted by the mysteriousness of the snake.
Imagine being able to check in by waving your implanted hand over the scanner. Or getting a robot to handle your entire trip. It’s the job of Massimo Pascotto, tech lover and marathon runner extraordinaire, to see what can be dreamed up to turn science fiction into science fact.

By DANNY CHAPMAN Photos by MATTIAS BARDÅ
they can prepare more easily for their trips.

Pascotto’s working day involves orchestrating his team of designers and engineers to respond to new business requirements and get prototypes out for consumer testing as fast as possible.

“If we get an idea on a Monday morning, we start work prototyping it immediately,” he says. “We need to dare to fail and make mistakes. Thanks to digitalization, it’s easy for us to build things quickly, try them out and change them, or even abandon them, if they don’t work. For me, if we don’t have failures in our projects, we aren’t innovating enough.”

And in any case, failures have been few and far between at SAS Labs, which is run in close alignment with the overall strategic and commercial goals of the airline.

Working the way they do also means that Pascotto and his team don’t look too far into the future.

“SAS is very good at three to four-year strategy projections,” he says. “But in the lab, we have a three-month strategy. So if you ask me what we’re going to do in January next year, I have no clue. We’re extremely agile and lean. We know that something is going to happen with emerging technology, we just don’t know what. But we’re able to move fast when it does. You don’t need a big team to test an idea or huge investments, all of our products are executed with one designer, one project manager and up to five engineers maximum. By keeping the team small, we can micro-optimize resources and the workflow to make magic very quickly.

Pascotto’s job also involves a lot of networking. This is partly because the lab operates in a larger ecosystem, which requires collaboration. The electronic bag tag, for example, needs to work across different airlines and airports, and it is being conceptualized together with a startup and a university.

He also needs to keep on top of the latest emerging technology, which, in part, was why Pascotto was part of SAS’ presence at the House of Scandinavia at the SXSW Convention in Austin this year, where there is always a large emerging technology section.

SINCE THERE’S SUCH a large emerging technology section featured each year, he’ll also accompany it to the Tokyo Olympics in 2020. Once there, he’ll be able to indulge his passion for technology
‘Seeing other travelers using a product that I designed was very satisfying’

alongside another of his loves – running.

When Pascotto’s not running SAS Labs, he’s running marathons.

“I’m about connecting things,” Pascotto says. “And I spend a huge amount of time thinking. Running helps me isolate myself and clear my head in order to think about how to solve some of the problems that our travelers face.”

Pascotto joined SAS in 2000 as Account Manager in Milan. Having always had a passion for technology, he moved to Stockholm in 2005 when an opportunity arose to work on the SAS website.

“I then became product owner for the SAS App,” he says. “That was an innovation that had a huge impact. One of my proudest moments came recently when I was waiting to board a plane in Helsinki and saw that almost everybody was using the app for boarding. Seeing other travelers using a product that I designed was very satisfying.”

He is also so proud of his current work that he has a small dream for the future.

“We have the ambition to make the crew app and all the products we build the best on the market,” he says. “And I believe this so much that I would like to start a small company within SAS that sells this, and our other fantastic digital innovations, to other airlines and organizations, creating new business models for SAS based on innovative digital solutions.”

PEOPLE OFTEN ASK me why I stay so long in one company,” Pascotto adds. “But I have done so many things at SAS, with different people and in different roles, that I am always growing. You can change your job, where you live or the people you have around you. Or you can change yourself and start seeing things from a different prospective. This is what SAS has done in the last years, looking at the same thing but from a different perspective. And so have I. Innovation is about changing perception. And I never get bored here.”

Massimo Pascotto

Position: Head of Technology Innovation and Labs at SAS
Nationality: Italian, grew up in Pordenone, a small town near Venice.
Favorite destination: It’s hard to beat New York. It’s one of the few cities that I just can’t explain what it is I like about it. It’s magical. I’ve run the marathon a couple of times and will do so again in November.
Best weekend getaway: Fly to Venice, grab a car or a bus to Cortina, hike (or run) in the Dolomites, and sit high up on a rock and contemplate the world from above.
Random fun fact: My favorite quotation is “Fears kill more dreams than failure ever will.”

Want to join the team?
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MEET THE FLEET

The SAS fleet is constantly being updated. New, more efficient technology, combined with an improved traveler experience, are at the heart of SAS’ fleet development. The Airbus A320neo is currently being phased in to replace the older Boeing 737 NG, and the world’s most fuel-efficient long haul aircraft the A350, will join the SAS fleet in 2019.

### Airbus A320neo

- **Number of aircraft:** 27 (53 on order)
- **Number of seats:** 180
- **Max. takeoff weight:** 18.0 metric tons
- **Cruising speed:** 840kmph (530mph)
- **Fuel consumption:** 0.023 liters per seat/km
- **Range:** 4,600km.
- **Engine:** CFM Leap 1A.
- **Scandinavian and European destinations.**

### Airbus A330-300/A340-300

- **Number of aircraft:** 8 (1 on order)/8
- **Number of seats:** 266/247
- **Max. takeoff weight:** 242.0/275.0 metric tons.
- **Range:** 10,400/12,800km.
- **Engine:** RR Trent 772B/CFM56-6C4.
- **63.7m (60.3m wingspan)**
- **US and Asian destinations.**

### Airbus A319/A320/A321

- **Number of aircraft:** 8 (1 on order)/8
- **Number of seats:** 266/247
- **Max. takeoff weight:** 242.0/275.0 metric tons.
- **Range:** 10,400/12,800km.
- **Engine:** RR Trent 772B/CFM56-5C4.
- **33.8/37.6/44.5m (34.1m wingspan)**
- **Scandinavian and European destinations.**

### Boeing 737-600/700/800

- **Number of aircraft:** 22/20/16
- **Number of seats:** 150/168/200
- **Max. takeoff weight:** 16.7/18.0/23.0 metric tons.
- **Range:** 3,100/3,900/3,800km.
- **Engine:** IAE V2530-A5.
- **31.2/33.6/39.5m (34.1/35.8/35.8m wingspan)**
- **Scandinavian and European destinations.**

### Bombardier CRJ900/CRJ1000

- **Number of aircraft:** 12/2
- **Number of seats:** 90
- **Max. takeoff weight:** 9.6 metric tons.
- **Range:** 2,100km.
- **Engine:** GE CF34-8C5A1.
- **36.2m (23.4m wingspan)**
- **Scandinavian and European destinations.**

### ATR-72-600

- **Number of aircraft:** 9
- **Number of seats:** 74
- **Max. takeoff weight:** 23 metric tons.
- **Range:** 500km.
- **Engine:** PW 127M.
- **27.2m (27.3m wingspan)**
- **Scandinavian and European destinations.**

### From 2019: Airbus A350-900

- **Number of aircraft:** 8
- **Number of seats:** 300
- **Max. takeoff weight:** 285.0 metric tons.
- **Range:** 13,800km.
- **Engine:** RR Trent XWB.
- **66.9m (64.8m wingspan)**

### Specifications:

- **Max. takeoff weight:** 77.0 metric tons.
- **Range:** 4,600km.
- **Engine:** CFM Leap 1A.
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WE’VE KEPT SWEDISH HEADS WARM FOR MORE THAN 70 YEARS. Our knitting machines have been running at our Röshult factory since 1947. Artisanship and expertise sit in the walls just as much as in the hands of our experienced employees.

Certified wind power runs our entire company. An obvious choice for us – as we manufacture our beanies in Sweden – as we always have done. Beanies that last a long time. Quality that survives trends and the sands of time. Sustainability thinking our way.

Use your head when you choose a beanie. Select a Seger.
BEING STILL.
BEING PRESENT.
BEING AWAKE.

The finest qualities in life can be expressed as simply being. Experience the new BEING COLLECTION.

Just like us, British designer Ilse Crawford is committed to design that promotes wellbeing. As an author, she also explores how home environments can inspire us and make us feel more alive. Ilse’s new line of Hästens bed accessories emphasize the bed as more than just a place to sleep. Her unique style can be seen in a super-comfortable angled headboard as well as in reinterpretations of our bed linen, bed skirts and headboard covers in earthy tones. Available in selected stores from summer 2019.
The finest qualities in life can be expressed as simply being. Experience the new BEING COLLECTION Hästens Ilse Crawford.

Just like us, British designer Ilse Crawford is committed to design that promotes wellbeing. As an author, she also explores how home environments can inspire us and make us feel more alive. Ilse’s new line of Hästens bed accessories emphasizes the bed as more than just a place to sleep. Her unique style can be seen in a super-comfortable angled headboard as well as in reinterpretations of our bed linen, bed skirts and headboard covers in earthy tones. Available in selected stores from summer 2019.
The vintage advantage

After a decade in the fashion industry, Julie Blichfeld had had enough and felt she had to quit her prestigious job and listen to her gut feeling. With her store Collect23, she’s not only turned her vintage hobby into a business, she’s also challenged the (far) too rapid use and throwaway culture.

By SABRINA RØNNING GADE
Photos by ANDREAS HOUMANN

J ulie Blichfeld doesn’t want to call herself an environmental activist, because even though she believes in sustainability and is a pescatarian, she stills eats takeout food in a box. She also travels. And she doesn’t want to scare away less climate-conscientious consumers by pointing a finger and using misleading labels. Which is why she’s in a good position to challenge the consumption society.

Earlier this year, with her Collect23 concept, she opened “a candy store for adults” packed to the rafters with specially selected vintage clothing, snapped up from European treasure chests. You could call her physical and online stores a counterpoint to the fashion industry’s haste, where brands are constantly appealing to eager fashionista consumers. Collect23 is about something completely different – cherishing and taking care of what you already have.

As assistant fashion director at Femina magazine, Blichfeld had a good and well-respected job in the fashion industry, but when she was on maternity leave last year, something happened. With a sleeping child in her lap and a craving to go shopping she felt “chained” to her couch at home but couldn’t find a single site online, where she could buy vintage items. There’s Trendsales and Vestiaire Collective, both of which are really good for secondhand, and fine if you know what you’re looking for and have a virtual flea market vibe, but she wanted something else.

“I’ll just have to start something myself,” she suddenly thought.

She wanted to make it easy for customers to shop vintage. With good service and easy returns.

“I’m very intuitive with a real instinct for things, so if I have a good feeling about something, I’m usually right. My instinct told me it would probably be a success, which gave me the courage to quit my job,” says Blichfeld.

HOWEVER, IT WAS something quite extraordinary, in a kind of magical way, that finally gave her the push into
Sustainable fashion

I think it’s exciting to see if the world can give you answers

When I had the idea, I saw the number 23 on a house, in a telephone number and on a parking ticket. I think it’s exciting to see if the world can give you answers. And that number was simply everywhere, so I looked it up in a book about angel numbers. My grandfather had just died, and it said that I had a guardian angel who would tell me when I was ready to realize the dream I had inside me. That I should simply go with the creative ideas I had and then it would all make sense. I also consulted a numerologist, and the number gave me strength. Even to this day, when I think ‘no, this isn’t working out,’ I suddenly see that number.

Blichfeld thinks that many new mothers feel a need to rethink their careers when their child enters the world outside, and she was one of them, enticed by an urge for more self-determination.

“But that wasn’t because I wanted to work less,” she says. “You never know how much is going to arrive in your bank account. There are no paid holidays, pension or maternity leave. And that’s probably typically me, that I hadn’t thought that far. It’s both a plus and a minus to have my instinct. And naturally I think, ‘what if things change and I lose my instinct?’ Everything stands or falls on me, but I’m my own boss now, and I don’t have to go to some office every day.”

WITH THE COPENHAGEN Fashion Summit and fashion week events such as Meet the Danes, more and more brands are becoming proficient in sustainable craftsmanship. Sustainability as a whole has become a buzz word, and it’s up to fashion companies to adopt a more environmentally friendly approach to fabrics and fibers in one of the world’s most polluting industries. But is the solution really more organic cotton and turning Coca-Cola bottles into polyester dresses? For Blichfeld, it’s increasingly about new consumption patterns. People are growing tired of production line fashion and chain store labels.

“It’s obviously a utopic to think that we can change the whole world from one day to the next, but to my mind, we really do have to cut down on the production of new things.”

And this is where Collect23 is fundamentally different. Even so, she acknowledges that it can be difficult for the entire fashion industry to navigate through this sustainability flow.

“Even if you make a T-shirt in organic cotton, which

WHO SHE IS AND WHAT SHE DOES

Julie Blichfeld

→ Age: 27
→ Lives: Copenhagen
→ Career: Model with Le Management and former assistant fashion director at Femina magazine. Owner of vintage store Collect23, that stocks both designer wear and unknown brands. When she’s not traveling around Europe seeking new finds for her online store, she spends time with her son Valdemar, and partner Kristian, in Østerbro.
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radissonblu.com/royalvikinghotel-stockholm
Sustainable fashion

sounds good, it takes an enormous amount of water to produce it, and that’s not that sustainable. Blichfeld seems to be in the right place at just the right time. She can see that young people are looking for something more unique. And if that can also be a bit better for the planet, then it’s a win-win. They’re vegans and vegetarians. And know all about CO₂ emissions and sorting waste. They’re more enlightened than earlier generations, but at that the same time she’s under no illusion that all of her customers’ motivations are altruistic.

“People don’t buy vintage from me simply to do a good deed. Nobody buys anything purely for that reason,” she says.

Blichfeld has been crazy about vintage clothing for as long as she can remember, despite having been a model, assistant fashion director and stylist with access to the world’s most desirable designs.

“What’s great about vintage is that it’s already proved its sustainability. I studied design and business, so I also know a bit about how things are put together, and as a rule, vintage clothes are of far higher quality. Plus, it sends out a totally different signal, that we’re not necessarily dedicated to a certain brand or trend.”

No matter whether Blichfeld’s success is due to an angel number or her gut feeling, there’s no doubt that she has a very special talent for trends and vintage. Collect23 is here to stay.

‘It’s both a plus and a minus to have my instinct’

JULIE BLICHFELD’S COPENHAGEN

COLLECT 23

Why not visit my showroom right in the heart of Copenhagen? Send me a note on Instagram (@collect23_) and arrange an appointment if our opening hours on Wednesdays aren’t convenient.

Gothersgade 27, 2.sal • collect23.com

GET WALKING

→ Copenhagen isn’t that big, so you can make your way around the city on foot quite quickly and you’ll pass many wonderful places you otherwise wouldn’t have seen. Start with the National Gallery of Denmark and go through the Royal Gardens. You can also see the guards if you’re lucky when you go past Rosenborg Castle.

STATENS MUSEUM FOR KUNST

→ Have a cup of coffee and a cinnamon twist at Frederik Bille Brahe’s café Kafeteria. Then explore the permanent exhibition that takes you through the different periods of art. I’m no art expert, but I really like being there. There’s a sense of tranquility and you can experience the different seasons through the large glazed windows overlooking Østre Anlæg.

Sølvgade 48-50 • smk.dk

BEAU MARCHÉ

→ The fantastic lunch at Beau Marché is hard to beat. While you’re there, you can also admire the remarkable interior design. Very French.

Ny Østergade 32 • beaumarche.dk

HELE BYENS SPISEKAMMER

→ Visiting Torvehallerne is really fun. If I really want to spoil myself, I order the fantastic porridge with loads of caramel sauce, apples and strawberries at Grød. And I always buy some flowers to take home.

Frederiksborggade 21 • torvehallernekbh.dk
Since 1899 we have paired timeless design with the highest level of quality craftsmanship. Over time this has proven to be a highly desirable union, creating demand across oceans and continents. Our philosophy not only instills a unique feeling in the wearer of our clothes, it also stands for more sustainable consumption habits. Good news for the next 120 years.
You’ve seen a ghost so you naturally call a ghostbuster. Dale Kaczmarek picks up the phone. He ain’t ‘fraid of no ghost and he takes your case. Just don’t expect him to show up in overalls with a proton pack on his back.

By TEA KRULOS Photos by SCOTT THOMPSON
Chicago is one of the most haunted cities in the country,” says Dale Kaczmarek, local resident and president of the Ghost Research Society.

There are many like-minded investigators in the Chicagoland area, but none of them have been at it as long as Kaczmarek, who began investigating ghosts in 1975, co-founding a team called the Ghost Trackers Club. The group changed its name to the Ghost Research Society in 1982, at which time Kaczmarek became president. The team operates out of his basement den in the quiet suburb of Oak Lawn, where cartoonish ghost decorations abound and the walls are covered with photos of Kaczmarek and his ghost-hunting colleagues.

Also in evidence at the Ghost Research Society headquarters are computers for analyzing evidence, file cabinets full of case histories, a map of haunted locations throughout Chicago and a mini-museum containing bricks and other artifacts from locations the team has investigated.

Meanwhile at Graceland Cemetery, a few blocks from Chicago’s baseball stadium, Wrigley Field, Ursula Bielski is leading a tour. It’s a nice day for a walk in a graveyard, an environment in which the ghost investigator is comfortable. A researcher of the paranormal, she’s written ten books on the subject, including one titled Graveyards of Chicago. The group is on its way to meet some ghosts.

Among their stops is the grave of the fur trader John Kinzie, an early settler who committed the first documented murder in Chicago. His ghost is seen standing near his tombstone. Just down the path is a foreboding cloaked figure – the creepy Statue of Death, as it’s known.

“Legend has it that if you look into the statue’s eyes, you’ll see a vision of your own death,” Bielski explains to the group, with the statue looming behind her.

Moving on, at the Goodman family crypt, commissioned by a Chicago lumber magnate and located alongside a lake, Bielski tells another tale – of a somber ghost seen gazing at the water.

Dale Kaczmarek’s interest in ghosts began when he was young and his parents told him the 1930s legend of another Chicago location, Resurrection Cemetery. The story goes that a woman named Mary, dressed in a white gown, was attending a nearby ball when she got in a fight with her boyfriend. She left the ballroom and was attempting to hitch a ride home near the cemetery when she was struck and killed by a car. Resurrection Mary is still hanging around, trying to catch a ride, or so the story goes, according to witnesses claiming to have seen her.

“It wasn’t enough for my father to hear about the ghosts, he wanted to see for himself. On the way home after he’d take my mother out on a date – dinner, a movie, a show – the two of them would ride around the cemetery in the middle of the night,” Kaczmarek says. “My mom didn’t like that at all,” he adds with a non-haunting laugh.
‘Chicago is one of the most haunted cities in the country’

What’s more, his grandmother would often tell him Polish ghost stories.
Since the 1970s, Kaczmarek estimates he’s done thousands of investigations all over Chicago and around the world. In the early days, his equipment was simple – a cassette recorder, a 35mm camera, and a typewriter to record case reports. Since then, he’s spent about $13,000 on various gadgets that help him detect and monitor ghosts.

Despite ghost-hunting for over 40 years, his research hasn’t slowed down. In fact, after retiring from what he calls “blue collar” management jobs at McDonald’s and K/Mart, he’s had more time to devote to the ghost business. The Ghost Research Society currently has about 15 members in Chicago, as well as associates around the US who do investigations almost every week.

URSULA BIELSKI’S INTEREST in ghosts dates back as far as she can remember.
The home she grew up in “was known as the haunted house of the neighborhood. My first memory – I must have been three years old – was being awakened by the sound of someone walking up our staircase, and that someone was not a person.” She frequently heard ghost footsteps and saw doors open on their own.

Bielski’s father, a retired police officer, would often take her for rides around the city, showing her haunted locations. That’s how she first heard the story of six-year-old Inez Clarke, who’s buried at Graceland Cemetery. Her grave features a statue of a little girl sitting in a chair, which is said to disappear on stormy nights, Bielski tells her tour. Poor Inez died either of tuberculosis or by a lightning bolt during a thunderstorm, depending on how the story is told, and now her ghost runs through the tombstones as if escaping from the storm. Wind chimes hanging in a nearby tree ring in the breeze as Bielski tells this ghost story.

In college, she studied parapsychology (the study of mental phenomena, such as psychic ability and reincarnation, that defy standard scientific explanation). She also spent a lot of time at the library, reading ghost stories.

Her first supernatural investigation was at Chicago’s Red Lion Pub in 1988. It was a quiet night, and when Bielski joked that the ghosts didn’t feel like talking, the cassette in her tape recorder shot into the air and...
smashed against the wall, she says, laughing at the memory of that frightening experience.

Slowly, Bielski built her career documenting ghost stories in books with titles such as *Chicago Haunts: Ghostlore of the Windy City* and *Creepy Chicago: A Ghosthunter’s Tales of the City’s Scariest Sites*. Her *Chicago Hauntings* tours, which take attendees on a range of adventures, including a haunted pub crawl, a tour of Lincoln Park, and a *Killers of Chicago* jaunt, which features sites related to gangsters and serial killers. Each October, Bielski runs the *Chicago Ghost Conference*, featuring guest speakers and workshops on ghosts. With so many reportedly haunted locations in Chicago, there’s plenty to talk about at the conference.

Kaczmarek is also an author and tour guide. He has written six books, including instruction manuals, such as *A Field Guide to Spirit Photography*, and he operates *Afterlife Tours* in and around Chicago.

One of the Ghost Research Society’s most recent cases was an investigation of the Rialto Square Theater, built in 1926 in Joliet, Illinois, a town just outside Chicago. Kaczmarek says apparitions have been seen on the stage and in the balconies. Among them is rumored to be the ghost of a young actress who performed at the theater.

At the Rialto, Kaczmarek hopes to find the kind of evidence that turned up when his team visited the abandoned St. Mary’s Hospital in Gary, Indiana, 48km southwest of Chicago.

He sits at his desk and plays a video clip of the group walking through the hospital’s dark hallways, equipped with Ovilus, a device said to be able to channel a ghost’s voice. As the team passes a room filled with dusty boxes of patients’ records, the Ovilus says, “Get out of here.”

In another clip, the team uses a similar device at McCaughey Cemetery in southern Illinois. “How many people are buried here?” Kaczmarek is heard asking the night air in the cemetery.


Ursula Bielski’s website is chicagohauntings.com and Dale Kaczmarek’s group, Ghost Research Society can be found at ghostresearch.org.
Auclair coupled its extensive experience (70 years) with D30 – the very latest sports-protection technology. The result? Race fusion. D30 enables light, flexible gloves that enhance mobility and grip – while increasing protection. This newly designed glove contains sophisticated heating capabilities. Auclair specifically developed its race fusion glove for professional alpine racing and alpine skiing.
Chicago’s top five haunted locations

Chicago and its environs are home to many haunted locations. Here are some of the sites that made the top five lists of our experts Ursula Bielski and Dale Kaczmarek. Check them out and see if you find any specters or spooks!

**BACHELOR’S GROVE CEMETERY**

This plot of land in Bremen Township, just outside Chicago, was at the top of both Bielski and Kaczmarek’s lists. It’s one of the first places Kaczmarek investigated in the 1970s, and Bielski has written a book about it, entitled *Haunted Bachelors Grove.* “It’s a settler’s cemetery that goes back to the 1830s,” she explains. “A lot of phenomena are experienced there by many people, including me.” She mentions “a woman in white, a vanishing house, ghost lights, moving tombstones and a phantom black dog.”

5900 West Midlothian Turnpike, Midlothian
bachelorsgrove.com

**HULL HOUSE**

Built in 1856, Hull Mansion became part of a complex of settlement agency residences for recently arrived immigrants. Mentions of ghosts there date back to the 1880s. Kaczmarek cites “reports of shadowy monk-like figures, a woman dressed in white passing through walls and closed doors” and a rocking chair that rocks by itself. The building is now home to the Jane Addams Hull-House Museum, honoring the life of a peace activist who was also one of the first women to win the Nobel Prize, in 1931.

800 South Halstead Street, Chicago
hullhousemuseum.org

**CONGRESS PLAZA HOTEL**

Bielski describes the Congress, built in 1893, as “one of the most haunted hotels in the world.” Her investigations have confirmed “dozens of haunted rooms.”

520 South Michigan Avenue, Chicago
congressplazahotel.com

**EASTLAND DISASTER AREA**

Bielski and Kaczmarek agree on this Downtown Chicago spot, between the LaSalle and Clark Street bridges, as one of their top five. In 1915, the passenger ship SS Eastland rolled on her side while moored to a dock in the Chicago River. Many of the bodies pulled from the wreckage were taken to a nearby armory. It was on the same site that Oprah Winfrey later ran her Harpo Studios. “Oprah talked for years about how she and her staff would see figures dressed in Edwardian attire in the hallways,” Bielski says, adding that to this day, struggling, luminescent forms are reportedly seen and heard in the river, crying for help. That same location is now McDonald’s corporate headquarters.

**LINCOLN PARK**

Stretching for seven miles along Lake Michigan on the north side of Chicago, and encompassing a zoo, a conservatory, comedy clubs, museums and even the celebrated molecular gastronomy restaurant, Alinea, Lincoln Park doesn’t seem like a creepy location. But Bielski reports that a graveyard was once located on this tract of land. An attempt to relocate the bodies was interrupted by the Great Fire of 1871, cutting the job short. Thereafter, the park was built over unmarked graves. She tells of “countless reports of encounters” with full-body apparitions, voices and other phenomena.
The design of the coffee mug is a flirtation with the direct, playful, straight-talking language of the 1970s.

Look at www.sagaform.com for more information about retailers and products.
Thrill your senses in Arosa Lenzerheide

Longing for premium slopes and pristine powder areas? At an altitude of 2 865 meters above sea level, Arosa Lenzerheide offers snow guarantee starting early in the season. The spectacular Urdenbahn gondola sailing through the Urden valley ties charming Arosa and modern Lenzerheide together – creating a huge ski area for all tastes. With 225 kilometres of perfectly groomed slopes and 43 ski lifts, this Graubünden winter sports paradise leaves nothing to be desired. TEXT: SOFIE LUNDMARK

"Why not discover the destination by foot, on the 300 km long winter hiking trails? Enjoy the sound of snow cracking under your shoes while taking in the view.”

WINTER IN SWITZERLAND

SNOW NIGHTS IN LENZERHEIDE
Experience sunset skiing! Every Friday evening from New Year’s Eve to mid-March, you can ski down a 3.5 km freshly groomed and illuminated slope at Alp Stätz. At the top, the mountain restaurant offers a varied choice of all-you-can-eat fondue, raclette or legendary fondue chinoise. From the Stätzer arena you will enjoy a marvelous view of the panorama as the dark falls over the alp summits.

SPORTS LOVERS PARADISE
In the evening of December 17th, the Audi FIS Ski Cross World Cup will come to Arosa. Watching the world’s best ski cross racers overcoming countless altitude meters with dare-devil jumps is a spectacle not to be missed. Just a few weeks later, on 28th and 29th of December 2019, the cross-country skiing elite will meet in Lenzerheide to start the Coop FIS Tour de Ski performance by Le Gruyère AOP 2019/20. This upcoming season, Lenzerheide is also home for the Biathlon Youth and Junior World Championships. A week full of fascination is guaranteed while watching national and international young athletes compete. The championship takes place in Lenzerheide between 23rd of January to 2nd of February 2020.

WINTER HIKING
If you prefer adventures away from the slopes, the area of Arosa Lenzerheide has a lot to
explore. Why not discover the destination by foot, on the 300 km long winter hiking trails? Enjoy the sound of snow cracking under your shoes while taking in the view. The groomed hiking trails lead you through snow-covered forests and typical Swiss countryside. Along the way, several mountain huts serve delicious meals and a warming cup of coffee.

**MUSIC, FOOD AND FESTIVAL**
If you like the combination of music, light art, culinary tastes and a Christmas market – check out the Magic Forest Lenzerheide. This is a unique festival under the open sky, a fascinating experience for all senses.

Later on, in April 2020, the music festival Live is Life is taking place in Arosa Lenzerheide. Forget big stages and shows – this is a music festival with character and soul.

**SKI SCHOOL INCLUDED**
Numerous snow parks and adventurous playgrounds make Arosa Lenzerheide the perfect place for the youngest visitors. When you book more than two nights at a hotel in Arosa, ski school with first class instructors is included for all kids until the age of 17. All you need to do is inform the hotelier at the reception at your hotel and they will sign your kids up for the free group lessons.

A varied weekly programme with lots of fun and great experiences awaits the children at the cross-country skiing Kids Camps, taking place at the Biathlon Arena Lenzerheide during January and February 2020. One week of technical training and biathlon trial lessons is a great way to develop basic skills for kids between 8 to 14 years.

**AROSA BEAR SANCTUARY**
To rescue bears from poor living conditions, the mountains of Arosa offer 2.8 hectares of land. Arosa’s Bear Sanctuary is the first bear protection centre of Switzerland, where the bears can spend their lives in an appropriate and natural habitat. From the aerial cableway Arosa-Weisshorn, you can also watch the bears from above. ✦ arosalenzerheide.swiss
Party like it’s 1999?

Twenty years ago, they helped shape the world, and they became very wealthy in the process. We spoke to five Scandinavian entrepreneurs about what they learned about the boom and bust of the dot-com era.

Illustrations PIERLUIGI LONGO
VikingBad AS is located in Grimstad, Norway, and we import and supply sanitary ware and outdoor spas. We sell quality products through your local plumber to give you as a customer the best service, experience and reliability.
Even the ancient Greeks realized the pains of being able to correctly predict the future without anyone believing you.

Cassandra was a princess of Troy who was given the gift of prophecy but was also cursed by the god Apollo, so that her true prophecies would not be believed, and she was deemed insane.

Some 20 years ago, long before the concept of digital transformation became household words, there were those who preached the blessings of the internet so convincingly that their ventures reached “insane” valuations in the stock market.

Times were good. Sure, there was the Y2K thing, but the new millennium and the internet’s arrival showed such promise. Everybody could become a dot-com millionaire, it seemed. And everybody went for it, it also seemed.

Scandinavia, thanks to the region’s high internet penetration rate and mobile phone industry, was at the forefront. Nokia and Ericsson were sparring with each other, making smaller and smaller phones, and then introducing text-message payments, Wap and many other things that we may or may not still use in 2019.

Some went for the consumer markets. There was bookseller Bokus, a kind of Swedish Amazon, if you will. There was Boo.com, LetsBuyIt.com, Boxman, Spray and Tradera. Others, like Icon Medialab or Opticom were consultants or built infrastructure. Norwegian Tandberg became a leader in teleconferencing, Danish Giga designed computer chips.

They were the heroes of the time. Giga, was sold to Intel in 2000 in an all-cash transaction valued at $1.25 billion, twice the company’s market cap.

That’s what it was all about – the stock exchange. Once the company was up and running, the plan was to expand quickly, and then take it public. Some of them made it big, others didn’t, but we all got caught up in the excitement of the era.

Scandinavian Traveler spoke to five entrepreneurs to see what they got right back then, and what they learned during their years in the millennium shift.

In the early 90s, Bente Solid Storehaug was working as an editor at Kyst-Nytt, the first newspaper in Norway to use new technology to transfer copy to the printers via a telephone line. This was a real time-saver for the newspaper and sparked her interest in what technology could do. In 1993, at 25, she discovered the internet and was convinced that this was technology that could change a lot of things.

That led to the birth of web development company Digital, and five years later, it was listed on the Stockholm Stock Exchange as Cell Network. The Norwegian part subsequently merged and was listed on the Oslo Exchange, under the name Bouvet ASA.

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What did you get right? The internet isn’t the solution to everything, but we thought nobody would want to do without the benefits it provides. We thought that the economy of the future would become ever more digital, more accessible, create new forms of cooperation and open up a more global market. And we can safely say now that this has all come true.

What did you learn back then? I learned that strong stock market corrections didn’t necessarily mean “game over.” I use this experience today in my role as a board chair, lecturer, adviser and investor for startups or enterprises that need to manage demanding digital transformations. You need to be able to see the big picture and the direction in which the sector you’re involved in is moving. I only regret one thing today – that I didn’t invest even more in internet-related businesses.

What are you up to now, 20 years later? I sold my stake in the company in 2000 and have founded several other companies since.
IT pioneer Jonas Birgersson earned the epithet “Broadband Jesus” in his native Sweden, and his consultancy Framtidsfabriken was valued at SKr43 billion – pretty good for a services company with just 300 employees. Even though his offshoot Bredbandsbolaget was later acquired by Telenor, Framtidsfabriken left the limelight in the wake of the dot-com crash.

Jonas Birgersson, looking back, what did you get right?
The level of impact that the internet, combined with fiber optics communication networks would have on society. The third industrial revolution indeed proved to be a true paradigm shift.

What did you learn back then?
The difficulty to do what we know is right and true in large organizations, and the importance of leadership and courage to break with the old to move forward.

What are you up to now, 20 years later?
Creating new types of fiber optics networks that are open, so that everybody can pick and choose their operator from a neutral marketplace, like an app store for internet service.

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Finn Helmer was known as “Giga Man” in Denmark in 2000. As director of Giga, he was in the news when the Danish IT company was sold to Intel, who paid DKr10 billion for the privilege – a figure so large it resonated all around the world, and even made its mark on Denmark’s GDP. Like all the other employees in the company, the deal made Helmer a millionaire – in his case DKr250 million after tax. But the money wasn’t the most important driving factor for him.

What did you get right?
We could see what the future held for Giga and knew that we could create the technological opportunities needed to bring the internet of the future into being. By 2000, Giga had become a world-leading producer of high speed circuits for data transfer, the key to a high speed internet.

We produced the technology that helped enable the dot-com bubble. A whole host of start-ups was created here, which meant a quantum leap in the development of technology we still enjoy today.

What did you learn back then?
After the successful sale of Giga, I went on to invest all my money in broadband company Com X. Unfortunately, things didn’t go to plan. The idea behind the new company was good, but I lost everything when the enterprise went bankrupt. I invested and lost every cent. That’s life and I’m not bitter.

What are you up to now, 20 years later?
I’m 69, and still work as an IT consultant to supplement my state pension.

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The perils of prediction

Becoming an IT millionaire is dependent on more than brains, intuition and good business sense. Timing and luck have their parts to play too, as many have found out the hard way.

By Jonas Rehnberg

Collected and lost 250 million

In 2000, Danish company Giga where Finn Helmer was director, sold for around DKr10 billion turning all the employees into instant millionaires. Helmer, however, has since lost his fortune.

By Rasmus Barud Thomsen

‘The third industrial revolution indeed proved to be a true paradigm shift’
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The search for success

It’s data that oils the wheels of Norwegian civil engineer and entrepreneur John Markus Lervik.

By INGA RAGNHILD HOLST

Just after he had defended his doctorate thesis on the subject of compressing images and radio signals, at the Norwegian University of Science and Technology in Trondheim, Norway, John Markus Lervik started Fast Search & Transfer, developing software and hardware for search engines for the internet and private companies. The company was floated on the Oslo Exchange, and, in 2008, was sold to Microsoft for a juicy Nkr6.6 billion.

What did you get right?
Being early to market was crucial. We started Fast Search & Transfer back in 1997, about the same time as Google, for instance, which was pretty good timing to start a technology company that built search engines for both the internet and companies. We learned a great deal and made many mistakes.

What did you learn back then?
We assembled a very strong team within software development and quickly expanded in the US, but we focused too much on technology, and too little on the commercial side. We didn’t realize that the optimal business model for internet searches is advertising, something that in the following years would become a market worth tens of billions. Fortunately, our team was strong enough to get through the internet downturn after the bubble burst in 2001.

What are you up to now, 20 years later?
I’ve founded several new companies. In 2010, I started the IT company Cxense, which provides analysis and personalization services for media and other companies, and in 2016, Cognite, where I’m currently Managing Director.

Search – a market governed by greed

The cofounder of Denmark’s first search engine was both a winner and a loser in the dot-com bubble when he sold the business in the year 2000.

By RASMUS BARUD THOMSEN

Entrepreneur Martin Thorborg was ahead of his time when he launched Denmark’s first search engine, Jubii, in 1995. Five years later, he and his partner sold it to Lycos Europe for €100 million. They were paid in shares that they were unable to sell for the first six months, during which time the share price rose by 20%.

But then everything changed. The bubble burst and the price dropped like a stone. While he was in a Las Vegas casino, losing $100 in a few hours, he lost a million dollars on the stock market during the same period.

What did you learn back then?
Our vision was right. The future was digital. Jubiii came when there were no other Danish search engines, so we were the first to index the Danish website. Everything we dreamed up then happened later, after the dot-com bubble burst.

What are you up to now, 20 years later?
I’ve founded several new companies, such as Dinero, which I also sold later, and I’ve invested in some other companies. I’m also an active speaker and have held presentations on leadership and innovation at all the major companies and media outlets in Denmark.
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All around the world, responsible travelers are embracing the concept of sustainable tourism more than ever. Mallorca is emerging as a top destination for eco-minded travelers and the slow food trend.

By ISABELLE KLIGER Photos by OLIVER MARTIN

Every year, some 15 million tourists flock to the Balearic Islands of Mallorca, Menorca and Ibiza. They come in search of the glittering blue waters of spectacular coves and beaches and the quiet serenity of the lush, green countryside. But there’s only so much tourist traffic a small island like Mallorca can handle, before the shine starts to come off the breathtaking natural beauty that lured travelers here in the first place.

“Here in Mallorca, we don’t need more tourists, we need conscientious tourists,” says Philipp Baier, co-founder of Cleanwave, a sustainability initiative that seeks to reduce single-use plastic bottles by making drinking water freely accessible across the Balearic Islands. “We want responsible people who’ll leave the place the way they found it.”

Founded in 2017, Cleanwave is the brainchild of Baier, originally from Germany, and his Danish wife Line Hadsbjerg. The company sells bottles that can be filled up with drinking water for free at any of its 70 refill stations across the Balearic Islands.

“Our stations can be found in restaurants, gyms, yoga studios, hotels and public places. With 30,000 bottles in use across the Balearics, we’re reducing plastic bottle waste one user at a time,” Baier says.

At present, 1.5 million plastic beverage bottles are consumed and discarded daily in the Balearics. However, Baier believes change is in the air, driven by popular demand for a greener future.

“In the past few years we’ve seen increased interest from both the local authorities and the tourism sector – mainly thanks to growing consumer interest in sustainable solutions,” Baier continues. “Here in Mallorca, we have an opportunity to create a benchmark for sustainable tourism.”

As Mallorca’s community of planet-conscientious locals and visitors grows, so too does demand for all kinds of sustainable products – from organic food and wine, to artisanal goods and slow-food restaurants.

Carlos Feliu Has been producing organic extra virgin olive oil at the Son Naava olive grove near the small town of Montuiri since 1998. In 2010, the land was purchased by Ivan Levy, an entrepreneur from Switzerland, and the two set up Son Naava, which now produces some of the highest quality biodynamic extra virgin oil made on the island. Set among the idyllic rolling hills of the countryside in the agricultural heart of Mallorca, where the soil is rich and bountiful, Son Naava’s olive oil is made from hand-grown, organic Arbequina olives, with their distinguishing earthy, aromatic flavor.

“When you use herbicides and pesticides for short-term productivity, it ruins the biodiversity of the soil, resulting in a fruit weak in minerals and nutrition. But we’re not here for the short-term gains, we’re in it for the long haul,” Feliu says, adding that he believes the market for organic, sustainable products on Mallorca started growing due to the type of visitors coming to the island.

All around the world, responsible travelers are embracing the concept of sustainable tourism more than ever. Mallorca is emerging as a top destination for eco-minded travelers and the slow food trend.
“People from Northern Europe and other places understand this mentality and philosophy. Even before there was much awareness in the local market, they were the ones driving the change,” he adds.

Down the road at the Mesquida Mora winery, fourth-generation winemaker Bàrbara Mesquida Mora made the shift to organic, biodynamic production in 2007. Mesquida Mora thereby became the first winery in Mallorca to be Demeter certified.

“We need to work with nature, not against it. By producing the best quality, tastiest grapes without any pesticides, we’re also maintaining the richness of our soil, increasing the quantity of organic material and minimizing erosion. It’s all about respect for the product, the environment and our customers,” Mesquida Mora says.

ABOUT AN HOUR north of Montuiri, in the Sóller valley, not far from the dazzling aquamarine waters of the seaside town that shares its name, lies the Ecovinyassa citrus farm. The rugged Tramuntana mountain range provides a dramatic backdrop to the farm, which Sebastiana Massanet inherited from her parents and now runs with her husband Joan Puigserver. Ecovinyassa has been organic since 2010.

“For us, it was a question of values – we simply believed it was the right thing to do,” she says. “As a result, our oranges and lemons are sweeter and tastier, and far more nutritious.”

Massanet admits it can be hard to make organic

‘We’re not here for the short-term gains, we’re in it for the long haul’

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farming profitable, but she keeps the farm going by arranging guided tours and tastings for visitors, as well as through sales of her spectacularly delicious, homemade marmalades and chutneys.

The increasing availability of local, organic produce on Mallorca also spells good news for the slow-food restaurants on the island. Led by the likes of Es Taller in the impossibly picturesque medieval town of Valldemossa, and Ca na Toneta, located across the Tramuntana mountains in Caimari, the movement for local, seasonal and organic produce is steadily gaining momentum.

**CHEF MARIA SOLIVELLAS** co-founded the Balearic branch of the worldwide Slow Food movement in 2007 and has never looked back. She now runs Ca na Toneta restaurant, originally founded by her mother Catalina Rotger, together with her two sisters, Teresa and Cati. The food at Ca na Toneta is strictly seasonal, based almost entirely on local, organic products, much of which comes from the family farm, while the rest is provided by a close-knit network of small, island-based producers, from livestock herders to farmers, fishermen and winemakers. The result is a tasting menu consisting of either six or nine exquisitely balanced dishes, in which the freshness, quality and flavor of the produce take pride of place.

“In Mallorca, we’ve slowly allowed our culinary heritage to be eroded by tourist culture. We’re trying to rediscover our roots – preparing honest food, based on the recipes and ingredients that are indigenous to our land,” Solivellas says.

At Es Taller, owner and chef Nico Gago Aubert serves a selection of beautifully executed, contemporary dishes, blending his South American roots with his adopted Mallorcan influences. As someone who produces many of the vegetables and all of the herbs he serves in his own garden, Aubert believes a tomato is the simplest example of why organic produce is better.

“Compare the taste explosion of an organic tomato with one from the supermarket. The latter has no smell, no flavor, no acidity, no sweetness, and, most likely, a fraction of the nutrients of a natural tomato. People come to my restaurant for the quality and flavor of the food I serve,” he explains.

In May this year, Aubert installed a Cleanwave water refill station at Es Taller. He says we all have to take responsibility for the impact we make on the planet. Philipp Baier is quick to agree. “If you come here and leave the environment cleaner than you found it you’re already doing well,” he says. “If every one of our 15 million tourists picks up three pieces of rubbish from the beach, we’ll soon be able to see the difference.”

**THREE TIPS ON HOW TO MAKE YOUR NEXT TRIP TO MALLORCA MORE SUSTAINABLE**

1. Bring a refillable bottle so you don’t have to buy plastic water bottles.
2. Leave the place cleaner than you found it. If we all commit to picking up three pieces of rubbish each time we go to the beach, it will make a real difference.
3. Research where you’re staying and choose restaurants and brands with a strong commitment to sustainability. Instead of eating at global chain restaurants, choose the ones that serve locally grown, seasonal, organic food.
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THE RESPONSIBLE TRAVELER’S GUIDE TO MALLORCA

Whether you’re eating, hiking or buying, there are plenty of environmentally responsible ways to go about it in Mallorca.

Eat

ES TALLER
Few people go to arguably Mallorca’s prettiest medieval town expecting to stumble upon an automotive workshop converted into a slow-food restaurant, run by an Argentine snowboarder and surfer-turned chef. But that’s exactly what you’ll find at Es Taller in Valldemossa.
C/ Santiago Russiñol, 1, Valldemossa estallervalldemossa.com

CA NA TONETA
Slow-food pioneer Maria Solivellas has set a high standard for the local, organic food movement and it is little wonder that her Ca na Toneta is viewed as a reference for slow food in the Balearics, as well as in Spain. Don’t come here expecting ostentatious fine dining, this chef believes in the quality of her produce and is not afraid to let the ingredients do the talking.
C/ Horitzó 21, Caimari canatoneta.com/en/food

Do

ECOVINYASSA
If you want to know what oranges and lemons are really meant to taste like, look no further than the Ecovinyassa citrus farm in Sóller. Growing 18 types of oranges, as well as 12 kinds of lemons, this family-run organic farm welcomes visitors of all ages.
Carr. de Fornalutx, Sóller ecovinyassa.com

MESQUIDA MORA
Join fourth-generation winemaker Bàrbara Mesquida Mora for wine tasting in a stunning, disused windmill dating back to 1850. If the first thing that strikes you about Mesquida Mora is her unconventional eyewear, the second is her exceptional level of passion and commitment.
Camí de Sant Joan, Porreres mesquidamora.com

TAKE A HIKE
Fans of the great outdoors will love walking or biking the Via Verde (or greenway), an old railway line recently converted into a track for walkers and cyclists. The flat, 29km route traverses the countryside in southern Mallorca between the towns of Manacor and Artà.

Buy

SON NAAVA
Mallorca makes some of the world’s best olive oil and Son Naava is home to one of the finest products on the island. Don’t leave without picking up a bottle of its biodynamic, organic extra virgin olive oil, made from hand-grown Arbequina olives.
sonnaava.com

DOS ALQUEMISTAS
Skip the tacky fridge magnet and buy a truly Mallorcan souvenir of organic tea made from olive leaves. Dos Alquemistas has launched a line of olive leaf tea blends and a Mediterranean matcha latte mix.
dosalquemistas.com
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Per Morberg, shooting star

Hunting, in Sweden especially, has become more popular than ever over the past few years. But for Per Morberg, who spends up to 100 days each year chasing one animal or another, it’s much more than just a passion, it’s a lifestyle choice.

By GEOFF MORTIMORE Photos by MARTIN LÖF
‘I like clothes to be gorgeous to look at and comfortable to wear’

“I’m a bit of an old school-type traditionalist. My taste is far from the war-style clothes, the jungle-type ones that are so prevalent these days. I much prefer the kind of clothes you see in that classic movie Out of Africa – give me any outfit from that film, I’d marry it!” he smiles.

A notorious stickler for details, Morberg pays as close attention to the finer parts of the collection, which feature clothes made of wool and linen, along with smart accessories such as magnetic tools for picking up spent cartridges, as he does to the ingredients in his cookbooks.

“If you could see me on a hunt, I wear things that could be from the 1920s. If you think about it, practical hunting and outdoor clothes have looked more or less the same for over 100 years. And that’s for a reason. Ours have plenty of room, so they’re not too tight, which is really important. I like clothes to be gorgeous to look at and comfortable to wear,” Morberg adds.

DESPITE HIS SELF-PROFESSED love for tradition, Morberg welcomes the new wave of people taking up hunting for the first time with open arms, whether they share his tastes or not.

“I couldn’t be happier about it,” he says. “And they can wear whatever they want as far as I’m concerned – I may be old-school but I’m also open to compromise. I’m particularly pleased to see so many women taking up the sport, it makes me glad that everything seems to be loosening up.”

“We all need to find our thing, whatever it may be. I’ve found mine, I guess, and I’ve been lucky enough to combine hunting with another one of my great loves, food. They go hand in hand for me, and hunting is about so much more than just shooting – it’s a way of being out in nature, meeting other people and enjoying their company over a good meal. I love this kind of life. And I’d love it even more if everyone was dressed like Robert Redford!”

The outdoor type – Per Morberg has found his thing.
Autumn is perfect for a night at the beach

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We believe that traveling and exploring the world is mind-opening. By offering travel by air, we help connect communities, cultures and people. Aviation is also a key enabler for open and progressive societies. To maintain and ensure the enormous value of aviation not just today but also for coming generations, SAS is determined to reduce the impact of flying on the climate.

Climate change is real. And the entire aviation industry has a responsibility to present a trustworthy roadmap for a sustainable future. At SAS, we’re determined to lead the way.

That’s why we’re working on several initiatives designed to reduce carbon emissions. One of the most visible signs is our large investment in more fuel-efficient aircraft. With our new fleet, we’ve reduced emissions by up to 18% on short routes and up to 30% on longer journeys.

Other initiatives may be less obvious at a glance. For example, we take the weight of every single item onboard into consideration as it impacts fuel consumption. We are also replacing existing interiors onboard with lighter versions — everything from the seats and carpets down to smarter designed trays and USB devices.

Removing tax-free sales onboard and making it possible to preorder meals are also initiatives that reduce weight and waste.

Looking ahead, innovation and new technology are needed to reach zero-emission aircraft. I’m proud that Airbus has chosen SAS as its partner in a joint research project to develop electrified aircraft.

It will probably take more than a decade before we see fully electric or hybrid aircraft in large-scale commercial operations. To bridge the gap to the future, we believe that biofuel is a critical steppingstone. The volumes being produced today, however, are simply not enough and the price is up to four times higher than for fossil jet fuel. That’s why SAS is pushing for large-scale production of commercial biofuel.

As we strive to create a sustainable future, we’re addressing the CO₂ emissions that we cannot eliminate with today’s technology by carbon offsetting trips on SAS for our EuroBonus members and Youth travelers. Help us in our efforts toward a more sustainable future by joining EuroBonus, which is free, and your trip on SAS will automatically be carbon offset. Because every step matters.

Welcome onboard!

Rickard Gustafson
President and CEO, SAS

Facts & figures

62 of 120 SAS aircraft are now equipped with high-speed WiFi

2.8 million people traveled with SAS in August

SAS has added six new destinations to the network from Scandinavianvia. The new places to discover are Seville, Valencia, Tivat, Bari, Rhodes and Zadar.

DID YOU KNOW?
The first plane with the brand new SAS livery was the Airbus A350 Ingegerd Viking, coming directly from the Airbus Paint Shop in Toulouse, France.

Travel direct to Seville from Stockholm from 29 February 2020

Rickard’s tip
Upgrade your SAS ticket by adding biofuel. You buy at cost, so it’s non-profit for SAS, and you add to the biofuel that SAS is already using.
Into the new

Six exciting new destinations, including the Spanish cities of Seville and Valencia, have been added to the ever-expanding SAS network.

Starting next year, a direct flight will take SAS travelers from Stockholm to Seville in southern Spain for the first time. The city, the capital of southern Spain’s Andalusia region, is famous for flamenco dancing, particularly in its Triana neighborhood. It abounds with places to visit, not least the Catedral de Sevilla, the Unesco World Heritage site Real Alcazar, and the beautiful barrio district of Santa Cruz.

The weekly flights will begin on 29 February and will provide a perfect reason for golfers and curious travelers alike to seek somewhere new.

Meanwhile, starting on 29 June, Valencia, the third largest city in Spain, will be the second new SAS destination in the country, with a twice-weekly direct flight that will connect Oslo with the up-and-coming Mediterranean capital. Known widely for its numerous festivals, try and check one out if you can while you’re there.

Tivat may be a new name to many people, but a direct connection from Copenhagen this summer may just change that. The airport is ideally situated for SAS travelers to discover spectacular Kotor Bay, the ancient city of Kotor and the port of Montenegro. Meanwhile, neighboring Croatia is as popular as ever among Scandinavians so a new route from Copenhagen to Zadar is a welcome addition to the SAS network. The Dalmatian city is known not just for its beaches but also for a charming old town full of Venetian remains.

And speaking of perennial favorites, the Greek island of Rhodes will have two direct flights from the Danish capital during the summer, likewise Bari on the south eastern coast of Italy.

In all four cases, there will be two flights per week for sun and history-seeking travelers, starting in late June.

Gotta find somewhere new?
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SAS WiFi – a world of entertainment

With half of the fleet now offering high-speed WiFi, SAS travelers are enjoying their trips even more. Here’s what they’re up to.

- Cat videos, Carpool Karaoke or Stranger Things? Both YouTube and Netflix have been streamed for more than 11,000 hours since the launch.
- The Nordic TV channels’ services SVT Play, NRK and dr.dk are very popular.
- Watching sports is another popular pastime. WiFi sales rise significantly during events such as the Soccer World Cup, the European Athletics Championships and skiing competitions.

- Did Queen make a comeback on your playlist after the Bohemian Rhapsody movie? Between May 2018 and March 2019, travelers spent 7,302 hours listening to music.
- Social media – Travelers access Facebook in 77% of all sessions.
- The device of choice is the iPhone. 58% of all sessions in 2019 have been made with an iPhone, 10% with an iPad. Android accounts for some 12% of sessions.

- More than 22% use our WiFi to stream music.

*SAS and Viasat respect the privacy of our customers’ personal information, and comply with all applicable rules and regulations regarding the collection and use of that information. All statistics are based on aggregated, anonymous network data.
Work and play the WiFi way!

Whether it’s work you want to catch up on, friends you want to contact via your social media feeds, or simply the chance to indulge yourself in some TV bingeing, everything is possible with SAS’ high-speed WiFi.

One are the days when you had to switch off your phone or tablet as soon as you boarded the aircraft. By the beginning of 2020, most short-haul SAS flights will be equipped with WiFi, giving travelers no end of possibilities and ways to stay entertained, even before your aircraft has taken off.

To check whether your plane is equipped with WiFi, just look for the information card that says “Get online in a few easy steps” in the seat pocket in front of you. This will provide you with all the information and help you need. The crew will also make an announcement at the beginning of the flight and of course are there to help with any problems. Once you’re connected, you can start surfing straight away – just think, no more waiting till you arrive to find out how your team got on, or missing the next episode of your favorite Netflix series or audiobook.

You don’t need to pay for a lot of content either. The SAS website, SAS app and scandinaviantraveler.com are free of charge for everyone, while for some travelers, getting access to WiFi beyond that may require a small fee. If you are traveling in SAS Plus, or you are a EuroBonus Diamond or Gold member, WiFi is complimentary on board, while if you are in SAS Go, just €4.90 will buy you unlimited access at the same kind of speed you’re used to at home. Easy and quick SAS’ high-speed WiFi is the perfect way to enjoy your flight.

Step-by-step: HOW TO GET CONNECTED

SAS has rolled out WiFi on many aircraft in its short-haul fleet. Follow these steps if you’re on a connected airplane to do everything you want online, just like on the ground.

1. Activate WiFi on your device. Please keep your device in flight mode throughout the entire flight.
2. Connect to SASWIFI.
3. Open a web browser, enter the address sas.viasat.com and you’ll be redirected to our WiFi page.
4. Click Connect to WiFi and follow the instructions.
5. Log in with your booking reference, plus your first and last name. The booking reference consists of six characters (numbers and/or letters) and can be found on your boarding pass, e-ticket confirmation or under “My bookings” in the SAS App. EuroBonus members with Gold status or higher can also log in with the username and password used in their EuroBonus profile on SAS websites.

If you’d like to switch devices during the flight, you can reconnect at sas.viasat.com with the same login details that you used the first time you logged in. There is no need to disconnect your first device since it will automatically be disconnected when you log in on another device. Please note that you can only use one device at a time. You can browse the Scandinavian Traveler site free at all times.
Nescafé is a proud provider of coffee to SAS. All our coffee on all flights is certified by Rainforest-Alliance. Rainforest Alliance (RFA) is a non-profitable international organization that aim to create a better future for people and nature by maintaining biological diversity and creating sustainable livelihoods for farmers. The RFA-certification proof that the coffee comes from farmers that Nescafé and RFA have trained in order to help them to a safe and sustainable future.

Now, maybe even with the coffee in your hand, do you know how it once started?

The 75 year old coffee brand is still the most popular in the world. In 1929 the world suffered from the Wall Street crash. The coffee prices had collapsed and as a consequence the stock of unsold coffee in Brazil was huge. Nestlé was asked if these stocks could be turned into a soluble coffee cube. A chemist, Max Morgenthaler, joined the company to help its researchers find a solution. The goal was to find a method to retain the coffee aroma and flavor in a soluble coffee extract.

As it turned out this was not an easy task. Morgenthaler found that the coffee kept longer after being exposed to high temperature and pressure, and he concluded that the secret of preserving the coffee aroma lay in creating a soluble coffee with enough carbohydrates. This was new and went against original thinking.

After years of research Morgenthaler found a solution and invited the executive board to a tasting in 1938. The aroma and the coffee smell was intact and it tasted like freshly brewed normal coffee. The world had never tasted anything like it before.

The name, Nescafé, contains the first three letters in Nestlé followed by “café” and it soon became the biggest coffee brand in the world.

Every second more then 5500 cups of Nescafé are consumed worldwide.

10 000 farmers trained every year by Nescafé coffee plan. Today more than 5,500 cups of Nescafé instant coffee are consumed every second. Coffee is loved the whole world over, but if we’re not careful and respectful, we could be left with empty cups. Climate change, crop diseases, water shortages and people leaving farms for cities, all threaten the future of coffee. That’s why Nestlé/Nescafé is one of the coffee brands that invests more in sustainable coffee production.

Today, we’re seeing generations of proud, resilient coffee farming families, workers and communities around the world, rediscover their passion for growing coffee. This makes it possible for you to lean back and enjoy a cup of sustainable coffee.
DON’T BE A MUG
1 Do your bit for the environment by cutting out plastic. This classic Stanley thermos is just what you need whether you’re off to work, picking mushrooms or going on a picnic. What’s more, it will keep your drinks warm or cold for up to 32 hours.
Around 18,310 EuroBonus points
Earn up to 597 points

ABOUT TIME
2 Get to your meetings on time and feeling sharp with the help of a stylish watch from About Vintage’s first unisex collection that features fine, authentic details such as a curved dial and a domed glass. Available in two sizes.
Around 72,250 EuroBonus points
Earn up to 2,356 points

PUMP UP THE VOLUME
3 These stylish Bose wireless headphones are perfect for business trips or working out in the gym. They’re built with noise reduction and control in mind and are equipped with a lightweight neckband that’s perfect if you want to listen all day long.
Around 109,150 EuroBonus points
Earn up to 3,559 points

HEART (AND FEET) WARMING
4 Keep your feet warm this fall. Invest in a pair of Happy Socks with patterns guaranteed to bring back warm summer memories. Made of soft cotton, these socks come in a pack of five.
Around 4,260 EuroBonus points
Earn up to 139 points

SOUNDS ALL AROUND
5 Take music wherever you go with the help of Bose’s best portable speakers to date. Easy to carry and with 360° sound, you can be sure of deep, impressive audio in all directions. Place it near a wall so that the sound bounces back off the walls to get that real “live music” feeling.
Around 112,560 EuroBonus points
Earn up to 3,670 points

SAFE AND SOUND
6 Protect your cards (and cash) in this Saddler leather wallet. Perfect in its simplicity, this fashionable wallet that will never go out of style has plenty of space to keep everything packed safely away.
Around 8,980 EuroBonus points
Earn up to 292 points

SHOP USING POINTS
Brighten up the fall with a great range of items you can buy with EuroBonus points in the EuroBonus Shop, including products from many well-known brands. You can also pay using a combination of points and cash, and earn points, too.

All prices include local VAT. Prices are excluding shipping and may vary depending on the market.
There are few places in Norway like Værtshuset Bærum’s Verk. The red painted building lies in romantic surroundings at the start of the Lommedalen valley. The 360 years old restaurant has many rooms, both small and large. Here you can sit peaceful in rooms full of history in a comfortable atmosphere. Værtshuset Bærum’s Verk is a popular destination for business dinners as well as for family celebrations. We accommodate parties up to 60 people, and we recommend smaller rooms for more intimate gastronomic pleasure.

Opening hours
Monday - Saturday 12:00 - 22:30
Sunday 12:00 - 20:00
(December)
SAS EuroBonus

GET CLOSER TO YOUR NEXT TRIP

SAS EuroBonus is one of the Nordic region’s leading loyalty programs. When you join, the points add up quickly and you’ll soon be on your way again.

SPEND POINTS
You can use points for everything from flights to seat upgrades, car rentals, hotel bookings, shopping in the air and purchases in the SAS EuroBonus Shop and from SAS partners.

EARN POINTS
You earn points on SAS, Star Alliance and Widerøe, hotel stays, car rentals, special partner offers and when you pay for purchases with a SAS American Express or SAS Mastercard. In Sweden, Denmark and Norway, you also earn points when shopping at selected stores, restaurants and cafés.

EARN POINTS ON EVERYDAY SHOPPING
With one or more credit cards connected to EuroBonus, you can buy groceries, clothes, gas, furniture and other everyday items and earn EuroBonus Extra points each time. You can shop anywhere, not only with our partners. Soon you’ll have enough for your trip – without even getting on a plane.

JOIN NOW
Anyone can join EuroBonus – the more the merrier! Sign up free at flysas.com/eurobonus

American Express
No fee the first three months when you apply for SAS EuroBonus American Express Premium or Elite card, and always no fee with Classic. Earn 10–30 EuroBonus Extra points for every 100 Nkr/Skr you spend and earn a two-for-one award ticket yearly. Visit sas.no/se to read more about all the benefits.

Mastercard
Get 3,000–10,000 Extra points when you apply for a SAS EuroBonus Mastercard or SAS EuroBonus Mastercard Premium. Earn 10–25 EuroBonus Extra points for every 100 Dkr/Nkr/Skr you spend. Visit sas.dk/no/se for more information about the benefits.

SAS EuroBonus Mastercard Norway
AER Nkr5,000: 28.62% over 12 mths Nkr16,788
SAS EuroBonus Mastercard Premium Norway
AER Nkr50,000: 30.95% over 12 mths Nkr57,278

We CO₂ offset all EuroBonus members’ SAS tickets

In February 2019, SAS began offsetting carbon emissions generated by EuroBonus members on SAS flights.

For many years, SAS travelers have been able to choose to offset CO₂ emissions through a special SAS offsetting program. But since February, SAS has been offsetting carbon emissions generated by all EuroBonus members on all SAS flights.

Here’s how it works: SAS calculates the CO₂ footprint generated by the member using travel statistics and emissions data. SAS then offsets this amount by investing in carefully selected renewable energy projects via an external partner, The Natural Capital Partners.

This applies to all bookings made using a valid EuroBonus number on all SAS flights.

SAS is aware of its impact on the climate and as a pioneer and responsible airline company, SAS is constantly looking for ways to develop and implement sustainable initiatives.

First and foremost, SAS aims to reduce its carbon emissions by using more efficient aircraft and procedures and by transitioning to biofuels.

The EuroBonus CO₂ compensation scheme is an important part of these initiatives and it embraces and supports the next generation’s traveling choices.
THE SCANDINAVIAN WAY

You might be thinking that there’s something new here. And if you are, you’re right. This is the new look that all our aircraft will be carrying for years to come. It is also a symbol of our journey towards modernizing our fleet. A promise of a more sustainable future where you can continue to explore the world in the best way possible. If you’re thinking that the new look is rather minimalistic, but still elegant and modern, we’d agree. That’s just the Scandinavian way. Welcome on board.

See more at flysas.com/newfleet
On the ground

Well begun is half done. Your perfect journey begins at home.

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

- **Online:** Go to flysas.com or use the check-in email you get 22 hours before departure.
- **By phone:** Go to mobile.flysas.com or use the link sent with the check-in text message you receive 22 hours before departure.
- **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 online, 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 cancellations or delays within 22 hours of departure.

AIRPORT LOUNGES
There are 19 SAS Lounges at 14 different airports around the world. As part of Star Alliance, SAS EuroBonus Gold and Diamond members have access to all Star Alliance lounges. SAS also offers SAS Business and SAS Plus travelers access to Star Alliance lounges at SAS destinations (except for US lounges for SAS Plus travelers). SAS Go travelers can pay for access to SAS Lounges when they check in online or at a SAS Self Service kiosk at the airport.

SECURITY
SAS Fast Track provides the quickest way through security. Access is offered to travelers in SAS Business or SAS Plus, or EuroBonus Gold and Diamond members irrespective of service class, when traveling with SAS or other Star Alliance member carrier. EuroBonus Diamond and Gold members can also bring one (1) guest or maximum four (4) family members through SAS Fast Track if traveling on the same flight with SAS.

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

Free baggage
You find our standard free baggage allowances below. In addition to these, EuroBonus Silver members enjoy the benefit of one (1) additional checked-in bag allowance, and EuroBonus Gold and Diamond members two (2) additional checked-in bag allowance, when traveling in SAS Go, Plus and Business.

<table>
<thead>
<tr>
<th>SAS GO</th>
<th>SAS PLUS</th>
<th>SAS BUSINESS</th>
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<tr>
<td>1 checked bag x 23kg</td>
<td>2 checked bags x 23kg</td>
<td>2 checked bags x 32kg</td>
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<tr>
<td>1 carry-on bag x 8kg</td>
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(2 carry-on bags x 8kg if traveling to or from the US or Asia)

Traveling without baggage? Try SAS Go Light. See flysas.com for deals to selected destinations.
Summer season
Sperm whales, birds and the midnight sun in Andenes

Join us on our RIB boats for a unique whale-watching trip by night under the light of the ‘midnight sun.’ Because the sun doesn’t set during the summer months anymore, you can observe the behaviour of dolphins and whales under the colourful light of this gorgeous northern phenomenon. Learn about Norwegians marine life by our experienced crew and spot sea creatures splashing around during this unforgettable trip.

Winter season
Orca/northern light winter expedition. Sea Safari Andenes follow the orcas and humpback to the North!

Join Sea Safari Andenes and you will be one of the very few people in the world that will have had the opportunity to get this close to the orcas in the wild. Every year from the beginning of November to the January probably the largest gathering of Orcas in the world takes place in the fjords of northern Norway, due to the enormous amounts of herring. Sometimes as many as 60-70 orcas and humpback whales can be observed together. You will spend your days riding the waves in search of the whales and your lifetime encounter! When dusk falls your search will move onto dry land where you will chase after the famous Northern Lights, gather and look at you’re pictures of the day, or relax and enjoy a fire with a drink while you think about all that might gonna happen the next day again! From January we start also with whale watching from our Andenes

Follow us at Facebook and Instagram and ask for our winter brochure or contact us for more information by email, phone or just book your trip on our website

All year amazing trips

BOOKING : TEL : +47 916 74 960  EMAIL: POST@SEASAFARIANDENES.NO  WEBSITE : WWW.SEASAFARIANDENES.NO
UP IN THE AIR

At SAS, we always aim to make your trip as safe and comfortable as possible. As a traveler, you can also make a difference. The following benefits should help ensure you make the most of your journey.

FOOD AND DRINK
When you travel in SAS Plus in Scandinavia, you’ll enjoy free snacks and drinks onboard, which are also available for purchase in SAS Go.

On European flights, depending on the departure time, travel time and destination, you can buy breakfast, meals and snacks in SAS Go or enjoy them free in SAS Plus.

On flights to the US and Asia, meals and drinks are included in SAS Business and SAS Plus. Meals are included in SAS Go, together with one non-alcoholic drink with the meal. Additional drinks and snacks are available for purchase. Coffee and tea are always free on SAS flights (except for certain routes). There may be exceptions due to operational prerequisites.

SEATING
From luxurious Business sleepers to ergonomically designed seats for travelers in SAS Go, we make sure you’re sitting comfortably. And to ensure you get your favorite seat, you can always preorder it on SAS’ website.

ENTERTAINMENT
SAS now offers high-speed WiFi on routes within Europe. WiFi is free for travelers in SAS Plus, and for EuroBonus Gold and Diamond members. WiFi is also available for a fee in SAS Go.

On intercontinental flights, we offer a wide variety of movies, music and games on personal screens. You can find out more about what’s on your flight and watch trailers in our online entertainment guide at inflightentertainment.sas.se/en. There are power outlets at all seats with extra USB charging possibilities in the screens. On these flights, there is also free WiFi for SAS Business and SAS Plus travelers. If your aircraft is equipped with WiFi, you can go online by activating WiFi separately on your device, but your device must remain in flight mode.

UNACCOMPANIED MINORS
Our unaccompanied minors service makes sure your loved ones arrive safe and sound. The service is meant mainly for children aged 5 to 11, but it is also optional for travelers age 12 and older.

... AND AS ALWAYS
Here’s what you always enjoy on SAS:

→ 25–90% discount on children’s fares
→ Digital publications in the SAS App
→ Free coffee and tea onboard (except for certain routes)
→ 24-hour money-back guarantee

SAS’ ACTIONS FOR SUSTAINABLE TRAVEL
SAS’ overall goals are to reduce the total carbon emissions by 25% and operate with biofuel equivalent to the total consumption of all domestic SAS flights by 2030. Here’s how we’ll do it:

New aircraft
In the past few years, SAS has taken delivery of four new Airbus 330 long-haul aircraft and 24 Airbus 320neos, which have 15-18% lower CO2 emissions compared with the previous generation A320 (for comparable flights).

In coming years, SAS will take delivery of one additional A330, 56 A320neos and eight Airbus 350s, from the end of 2019. The A350 is expected to be 33% more fuel-efficient per seat than the A340 it will replace.

Transition to biofuel
Last year, SAS used 100 tonnes of biofuel produced from renewable sources.

SAS’ ambition is to use an increasing amount of biofuel in its daily operations over the coming years.

Numerous projects are ongoing to increase the amount of biofuel available and SAS has signed a letter of intent with energy supplier Preem, aiming at large-scale production in Scandinavia.

Customers can upgrade their flight with biofuel (at a cost), in addition to the amount of biofuel that SAS is already using.

CO2 compensation
For the emissions we can’t eliminate today, we carbon offset all SAS tickets for EuroBonus members as well as SAS Youth tickets.

SAS is one of only a few airlines that is ISO 14001 certified, the international standard that specifies requirements for an effective environmental management system (EMS).
Hydro has teamed up with Snøhetta and Vestre to create this unique installation, made from recyclable aluminium, for the Nobel Peace Center. The design, recently unveiled at the United Nations in New York, is a tribute to the legacy of the Nobel Peace Prize and efforts to find effective solutions for peace. In Hydro, we believe that close dialogue is the foundation for viable business and sustainable operations within the communities where we operate, with our customers, and beyond.

Read more on hydro.com.
SAS flies 80,000 passengers daily within Scandinavia

Copenhagen
→ The driverless Metro runs around the clock and takes you to downtown Copenhagen in 15 minutes. Or take the train to the central station, which takes 10–15 minutes. Both cost €3 for a one-way ticket.

Oslo
→ The airport express train, Fly toget, departs to Oslo S (Oslo Central Station) every 10 or 20 minutes. Journey time is 19 minutes and a one-way adult ticket costs €20. The airport bus service leaves for central Oslo every 20 minutes. Journey time is around 40 minutes.

Stockholm
→ The Arlanda Express high-speed train service takes you to the Central Station in 20 minutes. A one-way adult ticket costs €28. The airport bus service costs €11 and takes 45 minutes. A taxi will cost €43–53.
Worldwide reach
SAS and its partners take you to 1,300 airports in 192 countries.

Star Alliance Members
→ Adria Airways, Aegean Airlines, Air Canada, Air China, Air India, Air New Zealand, ANA, Asiana Airlines, Austrian Airlines, Avianca, Brussels Airlines, Copa Airlines, Croatia Airlines, EgyptAir, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Shenzhen Airlines, Singapore Airlines, South African Airways, Swiss International Air Lines, TAP Portugal, Thai Airways, Turkish Airlines, United Airlines.

Other airline partners
→ Atlantic Airways, Icelandair, Widerøe.

PALMA
→ There is no railway connection at Palma airport so the best forms of transport are car hire and buses. On the buses, Route 1 takes you to the port and the city center. It runs every 15 minutes from 6am. Route 21 goes to the Arenal area and city beaches approximately every 30 minutes. Other bus routes take you to several destinations around the island including Cala Millor, Alcudia and Magaluf.

AMSTERDAM
→ Getting from Schipol Airport into the center of Amsterdam is fast, easy and cheap. There is a railway station directly below the airport and trains depart regularly to Amsterdam Central Station and beyond departing every few minutes. Be sure to buy and stamp your ticket before boarding the train. A one-way journey takes around 15 minutes and costs €4.20. There are also local buses that can take you to other parts of the city that leave just outside the arrivals hall.

REACH 187 COUNTRIES AROUND THE WORLD

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

> Besides frequent bus services, downtown Miami can also be reached from the airport via the Metrorail and Tri-Rail train services. Metrorail trains run every half hour during weekdays and every 15 minutes at the weekend. Tri-Rail also serves Ft. Lauderdale and West Palm Beach from the airport.
BEIJING

The fastest way to reach the city center from Beijing Capital Airport is via the airport express trains which leave from T2 and T3, and take around half an hour. It connects with two stations in the city, Sanyuanqiao and Dongzhimen, where trains run from around 6am till 22.30. There are also several shuttle buses that run at half hourly intervals.
DO YOU WANT TO
BECOME A PILOT?

Would you like a seat in the cockpit with the best view available? What about the possibility to travel the world?

At Pilot Flight Academy we offer you a full-time pilot education in only two years. At our top modern facilities a fleet of new Diamond aircraft and advanced simulators are waiting to make sure you get the best training possible.

Start your career at Pilot Flight Academy!

post@pilot.no
(+47) 97 05 68 40
www.pilot.no
www.pilotflightacademy.com
New routes
As part of an ever-changing program, SAS offers a host of new direct routes each year, both year-round and seasonal. The map here outlines which destinations have been added to the network.
THE PERFECT COFFEE SYMPHONY

Qualità Oro – now available as filter coffee.

A unique blend of six different Arabica beans from Central and South America, roasted and blended to perfection. A finely tuned coffee with superior taste.
MENU

SAS
Beverages

COLD DRINK

WATER
DKK 20 / NOK 25 / SEK 25 / € 3 / $ 3
Still water from Aquador. 50 cl. Sparkling water from Ramlösa. 33 cl.

SOFT DRINK
DKK 25 / NOK 30 / SEK 30 / € 3 / $ 3
Coca Cola Zero, Coca Oola, Sprite Zero. 33 cl.

HOT DRINK

COFFEE OR TEA
DKK 20 / NOK 25 / SEK 25 / € 3 / $ 3
Always free onboard except for charter flights.

JUICES & SMOOTHIE

A GLASS OF JUICE
DKK 10 / NOK 15 / SEK 15 / € 1 / $ 1

SMOOTHIE
DKK 20 / NOK 25 / SEK 25 / € 3 / $ 3
Froosh smoothie with peach & passion in a smooth blend and exotic taste in a bottle. 15cl.

APPLE MUST
DKK 25 / NOK 30 / SEK 30 / € 3 / $ 3
Ringi juice made from Aroma apples. 20 cl. Available on selected flights.

Snacks & Sweets

PASTRY
DKK 25 / NOK 30 / SEK 30 / € 3 / $ 3

RAW BAR
Get Raw raspberry crumble. Almond butter, Madagascar vanilla, oats and freeze dried raspberries. Gluten free & vegan!

MUFFIN
A rich and tasty muffin with lovely caramel, sprinkled with a touch of sea salt.

CHOCOLATE BALL
A piece of chocolate heaven, specially made for SAS by Jan Hedh. True artisan bakery.

PROTEIN BAR
Simply Chocolate protein bar with almonds, passion fruit and dark chocolate. Gluten free.

SWEET TREATS
DKK 20 / NOK 25 / SEK 25 / € 3 / $ 3

CHOCOLATE BAR
A rich Marabou milk chocolate bar.


CANDY BAG
Gott & Blandat Original with 30% less sugar will make your tastebuds jump.

SALTY TREATS
DKK 20 / NOK 25 / SEK 25 / € 3 / $ 3

ALMONDS
Roasted & hickory-infused almonds. From This is nuts.

PREMIUM NUT MIX
Premium cashews, hazelnuts, almonds, macadamians and pistachios. Gently salted. From This is nuts.

POTATO CHIPS
DKK 25 / NOK 30 / SEK 30 / € 3 / $ 3
Larssons seasonal potato crisps. Natural, crispy and tasty with sea salt. Directly from the family farm Larsviken in Skåne.

Stay hydrated
2 x WATER
Choose between still or sparkling water.
DKK 30 / NOK 40 / SEK 40 / € 4 / $ 4

GREAT DEAL

Hygge
Indulge the moment
1 SOFT DRINK + 1 PASTRY
Choose between chocolate ball / protein bar / raw bar / muffin
DKK 40 / NOK 50 / SEK 50 / € 5 / $ 5

GREAT DEAL
Beverages

WINE

SPARKLING WINE
DKK 80 / NOK 96 / SEK 96 / € 10 / $ 10
Famous Philippe Dublanc sparkling wine with a fresh and harmonious character. 20 cl.
Available on Europe and US/Asia flights.

RED / WHITE WINE
DKK 65 / NOK 75 / SEK 75 / € 8 / $ 8
We are proud to serve our customers a selection of great wines to suit every taste. 18.7 cl.

GREAT DEAL

Let’s celebrate
2 SPARKLING WINE + 2 BAGS OF CASHEW NUTS / PREMIUM NUT MIX
DKK 170 / NOK 210 / SEK 210 / € 23 / $ 23

BEER

LAGER
DKK 55 / NOK 65 / SEK 65 / € 7 / $ 7
Organic Dream from Mikkeller is fresh, crisp and easy drinking beer. This organic hoppy lager is filled with notes of lemon peel, peach and grapefruit. 33 cl.

DKK 45 / NOK 55 / SEK 55 / € 6 / $ 6
Carlsberg lager beer. A classic with a crispy taste of malt and honey, 33 cl.

ALE
DKK 80 / NOK 105 / SEK 105 / € 11 / $ 11
Wing Pin Series ale from Mikkeller, SAS Spontancherry. A barrel aged sour ale with Danish cherries from Frederiksdal. 37.5 cl. Available on US/Asia flights.

NON-ALCOHOLIC BEER
DKK 40 / NOK 50 / SEK 50 / € 5 / $ 5
Drink’in the sky from Mikkeller. Hazy orange body with hints of grass and apricot, 0,3%. 33 cl.

CLASSIC LONG DRINKS

GIN & TONIC
Harahorn Norwegian gin with Fentimans tonic water.

BLOODY MARY
Mikkeller premium vodka, true Danish craft. With Bloody Mary mix.

WHISKEY & OKE
Mackmyra – a Swedish craft whiskey with Coca Cola.

DRINK MIX / SODA
DKK 20 / NOK 25 / SEK 25 / € 3 / $ 3
Bloody Mary mix, Fentimans Tonicwater.
Available on Europe & US/Asia flights.

SPIRITS / AVEC

GIN
Harahorn Norwegian gin. Made to perfection and multiple award winner.

VODKA
Mikkeller premium vodka, true Danish craft. Exceptionally smooth taste.

WHISKY
Mackmyra – a Swedish classic. Powerful and spicy.

COGNAC
VSOP Moyet Fine Champagne.

IRISH CREAM
Baileys Irish Cream, rich, creamy.

Available on Europe & US/Asia flights.
A light meal

**Nordic**

*Available after 9 a.m. on selected flights within the Nordic countries.*

**POLARBRÖD SOURDOUGH ROLL**

*ON SELECTED FLIGHTS*

DKK 30 / NOK 35 / SEK 35 / € 3 / $ 3

Polar bread roll filled with two different flavors, cheese and a daily flavor. Ask your cabin crew for today’s flavor.

**Europe**

*Breakfast is available until 9 a.m.*

All other meals are available on selected flights after 9 a.m. Except charter flights.

**BREAKFAST BOX**

DKK 65 / NOK 85 / SEK 90 / € 9 / $ 9

Yoghurt with fruit and roasted granola. Selection of warm bread. Assorted local cold cuts, cheese and vegetables. Served with juice. Coffee or tea.

**SANDWICH**

DKK 55 / NOK 65 / SEK 65 / € 7 / $ 7

Choose between a Club sandwich with chicken & bacon or a cheese sandwich.

**PIZZA SLICE**

DKK 45 / NOK 55 / SEK 55 / € 6 / $ 6

Delicious Italian tomato & mozzarella pizza. Served warm.

**SEASONAL SALAD**

DKK 70 / NOK 85 / SEK 85 / € 9 / $ 9

A well composed salad with seasonal ingredients. Please ask your cabin crew for our seasonal flavor.

**US/Asia**

*Available after 9 a.m. on selected US/Asia flights.*

**CHICKEN NOODLES**

DKK 25 / NOK 30 / SEK 30 / € 3 / $ 3

The original instant cup ramen. Served warm.

**PIZZA SLICE**

DKK 45 / NOK 55 / SEK 55 / € 6 / $ 6


The Italian way

**PIZZA SLICE WITH POTATO CHIPS AND A SOFT DRINK**

DKK 80 / NOK 100 / SEK 100 / € 10 / $ 10

**PAYMENT INFO**

New regulations for credit card payments within the European Economic Area affect onboard payments.

Until a permanent payment system is in place, there is an interim procedure which unfortunately comes with a number of limitations:

- Magnetic stripe card payments may not be performed.
- Card payments can only be made in Swedish kronor (SEK). Travelers whose cards are linked to currencies other than SEK may be subject to an exchange fee. Please, contact your card supplier for terms & conditions.
- EuroBonus points may not be used as payment.
- Contactless payment is not supported, and a PIN code is required for payments of SEK 1 – 4.000.

Cash payments in SEK, NOK, DKK, EUR, GBP and USD are accepted.

We apologize for the inconvenience and look forward to introducing a new enhanced payment system for our travelers as soon as possible.

Please note: exceptions may occur due to flight time and/or destination. It is only permitted to consume alcoholic beverages bought from SAS onboard service. All menu items are subject to change according to seasonality and availability and can be sold out. No alcohol will be served to anyone that is intoxicated or under 18 years old. Only available for onboard consumption. For flights to/from Alicante, Antalya, Faro, Gazipasa, Las Palmas, Palma de Mallorca and Malaga up to three alcoholic beverages are complimentary when you travel in SAS PLUS.
Nothing but the juice

The success of Ringi, one of Scandinavia’s most well-loved apple juices, can be traced back to a simple idea of helping people make their own, some 20-odd years ago.

It’s no exaggeration to say that Ringi juice is one of the most renowned juices in Scandinavia. Available at many prominent restaurants in Norway – as well as on SAS flights – the drink is the evidence of generations of expertise with a product that’s been described as having the same complexity of taste as a fine wine.

“Our cool Nordic climate makes the taste more complex than other juices and the difference in the sorts of apples also plays a huge role,” owner Charlotta Ringi says.

Charlotta and her husband Jon Østen Ringi run the company together. She’s originally from Stockholm but moved to the fruit farm in Bærum when she met Jon Østen, whose family has owned it for 10 generations. Their children, Hans Erik and Kari, will be taking over in the future to keep the tradition alive.

The Ringi juice story actually started in 1995 when the couple bought a juice press and invited locals to come and make their own juice.

“It quickly became very popular. People loved the idea of getting their own apple juice in bottles,” says Charlotta.

Eventually, they decided to make 1,000 bottles of their own juice to sell to those who didn’t have apples to press.

“It felt like so many bottles and we thought we’d have to drink most of it ourselves. But it sold out,” explains Charlotta.

From there, things really took off. Top restaurants began asking for the juice and sales increased every year. Now, with the help of contracts with other local apple farmers, the Ringi family produces some 800,000 bottles a year.

Despite their success, Charlotta and Jon Østen enjoy the simple life on the farm and have no plans to grow the company into a big operation anytime soon.

“We’re satisfied like this. It feels like we would lose something if we were to scale things up,” she says.

*Ringi Juice is complimentary in SAS Business and SAS Plus and is available for sale in SAS Go.

Charlotta and Jon Østen now produce some 800,000 bottles per year.
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ROLEX AND YACHTING

The world of Rolex is filled with stories of perpetual excellence. For Rolex and yachting, it began with the New York Yacht Club in 1958. Over the years, the partnership has grown, upholding the most celebrated offshore races and classic regattas. The relationship continues to deepen, supporting fearless crews with their flawless teamwork, and the technology that moves the sport of yachting into the 21st century. Now and in the future, Rolex is and will be a part of the challenge of the seas. This is a story of perpetual excellence, the story of Rolex.

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