

WELCOME TO SNOW MAGIC!

Winter, snow, ice, cold, blue nights, Northern Lights, nature, culture... Snow Magic invites you to unique winter events and exciting adventure. Experience the white, unspoiled wilderness, breathe the freedom of Lapland's and Iceland's nature and discover some of their legends and traditions. In cooperation with local tourist companies, we offer you Winter's Best.

Snow Magic – Christmas Triangle in Rovaniemi, Finnish Lapland

A paradise for children and their parents with the Snow Village and other snow constructions at Santa Village including snow and ice lanterns, big snow men, etc.

In the Snow Village, children can learn to make their own creations of snow with ready-made moulds. There are also many communicating igloos, a labyrinth, a bowl pool, snow slides... Snow and ice creations inspired by the local environment and myths give magic to the place.

Surrounding villages will offer you beautiful nature and varied activities around snow creations. Don't miss the snow construction courses and snow events with competitions for children and adults and a buffet served on snow tables with snow chairs, fire and ice sculptures. A successful event and fascinating atmosphere!

Snow Magic – Mývatn, Iceland

Lake Mývatn in North East Iceland is a perfect place to combine the discovery of a unique scenery of the volcanic island and to experience traditional or modern winter activities.

Snowmen, three metres high, with gigantic hand knitted scarves with the flag representing each country involved in the project, snow and ice sculptures as well as drawings on the ice enhance the beauty of the environment. There you might meet one of the 13 Icelandic Yule Lads that are really fond of this place. The Snow Magic Mývatn team has met for you the older generation living at Mývatn and collected stories about these figures and also about the way of life in days gone by, and much more.

Many excursions and funny activities are proposed in cooperation with local companies like go kart, horse-sledge, croquet or bowling on the frozen lake.

After such exciting activities, you'll deserve a warm rest in the natural baths and a nice dinner based on local specialities!

Snow Magic - Winter Land in Sorsele, Swedish Lapland

Visit Sorsele and other villages located along the protected Vindel River in Northern Sweden, running from the Vindel Mountains, one of the largest nature reserves in Europe.

Enjoy the Snow Park for children at the Ski Centre of the mountain village of Ammarnäs and take part in the exciting Snow and Ice Event at Nalovardo Ski Centre close to Sorsele with Ice Climbing, Snowboard Big Air, Snow Safaris and family activities at the Snow Castle.

Sorsele offers cocktails at the Snow Igloo on the icy Vindel River and magic sceneries with snow creations and snow playgrounds in the area, thanks to the involvement of pupils, local people and professionals.

Horse riding, snow mobile and car competitions, snow sculpting, bar and dance arena... Anything is possible on the frozen Vindel River in the village of Blattnicksele.

Snow Magic aims at designing and promoting attractive products, services and events in northern Europe based on the sustainable use of snow and ice combined with local resources, tales and legends and new technologies. The overall aim is to support both tourist activities and local society. Snow Magic is a three year long trans-national project part-financed by the European Regional Development Fund in the framework of EU-programme Interreg III B Northern Periphery. The partners are the Municipality of Sorsele – Lapland, Sweden, the City of Rovaniemi – Lapland, Finland and the Development Agency for the Region Thingeyjarsýsla – Lake Mývatn, Iceland.

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