



**Snow Magic Transnational Workshop 3
Rovaniemi, Finland
6-7 February 2007**

REPORT



European Union

www.snowmagic.eu



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Introduction

The first Snow Magic workshop was held in Mývatn in February 2005. The second workshop took place in Sorsele, February 2006, and the third and last in Rovaniemi 2007 also in February. Every year the workshop theme has been true to the project theme; Snow. In Mývatn it was combined with landscape, in Sorsele with people and in Rovaniemi the focus was on snow and technology. By request the workshop also presented shortly how Rovaniemi has developed its tourism industry.

Reports from the previous workshops can be found at www.snowmagic.eu.

Day one, Tuesday 6.2.2007

Day one started as the participants got on a bus at their hotels, where they had arrived the day before. The bus headed to **Vaattunki**, which is ca. 27 km from Rovaniemi to the north. At Vaattunki **Erkki Kautto**, the co-ordinator of **Snow Magic** in Rovaniemi, **Finland**, welcomed all the participants and gave the word to **Leopold Sjöström**, the **international co-ordinator of Snow Magic**.

Opening

Leopold opened the 3rd transnational workshop of Snow Magic and briefly reminded the participants of the previous workshops. He also lighted the candle, which has formed a tradition, since he opened already the very 1st workshop in Iceland in 2005 by lighting the same candle. Leopold gave the participants a task: to describe with one word the expectations of the workshop and the thoughts from Snow Magic (what is Snow Magic for each participant). Following words were listed:

Expectations:

learning
experience
ideas
discover
magic
meaningful
know-how
exchange
development
seeing

Snow Magic:

co-operation
possibilities
teamwork
continuation
experiences
growing
logistics
business
listening
fascination
cool
opportunity
challenges

These words need no interpretations.

Presentations

The first company presentation of the day was **Sorsele River Hotel** in Sorsele. The presentation was given by **Per-Åke Gustavsson**. He provided the basic information about the hotel and told the participants about the winter event concept with car driving on ice, snow mobiles, husky safaris, snow igloo etc and the positive co-operation with Snow Magic. They have employed a local “ice manager”, invested in better equipment for snow and ice constructions and delivered a snow igloo and ice glasses to a tourism company in the region. Since Per-Åke has been part of the Snow Magic, he shared some of his thoughts about working with snow with the other participants. Making snow and ice sculptures, ice climbing walls and igloos is challenging.

Kai Ryynänen from the **Rovaniemi University of Applied Sciences** came to Vaattunki to talk about **safety issues with snow and ice constructions**. He told the participants what kind of structures should be avoided when constructing of snow and how to calculate the safety. The tools and other constructing equipments also play an important part when talking about safety. In Finland there is a publication about planning and building snow constructions (in Finnish): Lumirakenteiden suunnittelu- ja rakentamisohjeet RIL 218-2001, www.ril.fi



Snow and ice constructions in the City of Rovaniemi is taken care by the same department which does the gardening work in parks in the summertime. The staff of this department was not able to come to present their work so **Päivi Kähkönen**, project manager of the **Snow Magic in Finland**, presented shortly the development of the snow and ice constructions in the City of Rovaniemi. It started in 1998 and is still developing. The City now owns several moulds for snow and one for ice, organises snow carving competitions and combines ice sculptures with LED technique (lighting).

The second company presentation was by **Jóna Matthíasdóttir**, project manager of the **Snow Magic in Iceland**, and **Ólöf Hallgrímsdóttir** from **Vogafjos, Cowshed-Café**. First they showed many beautiful pictures from the Mývatn area in Iceland and informed everyone about their traditions, new and old products including food and Yule lads, activities etc. Then the presentation concentrated more on the Cowshed café, which is owned by Ólöf and her husband Jón Reynir Sigurjónsson. The Cowshed-Café combines tourism and farming. The café is located in the same building as the cowshed. Their business idea is to offer different experiences to the people

living in cities, who know only little about the life in countryside.



After the lunch **Hélène Marlot**, project manager of the **Snow Magic in Sweden**, made a presentation about the technique of snow carvings and constructions in Sorsele. They have organised snow carving events for children. She had a slideshow with nice pictures about snow carvings, ice climbing wall and ice glasses.



With support of Snow Magic, **Petri Palkinen** has established a company, **Snow Village** (although the name might be changing, because it is a popular name). Petri wishes a continuation of Snow Magic, because he has found the project concept very useful for his company. He has gained, apart from financial support, new contacts and knowledge, which he would like to get in the future also. He has been part of Snow Magic since the first year of the project. Snow Village is a big snow construction at the Santa Claus Village, Arctic Circle, Rovaniemi. It is meant for families with children or just for people who want to experience something fun with snow. Inside the Snow Village there is a café, where one can have a pastry in a shape of igloo

Ilkka Immonen from the **Lapland Studio**, Finland, was asked to inform the workshop participants about the **possibilities with animation in snow related fields**. First he presented his company, which has specialised in animations. They have over the years made cooperation for example with safari firms to provide safety information to their clients with the help of animations figures. These include e.g. clothing and driving instructions in cold weather when driving with snowmobiles. This is an example how to combine things through tourism. A new potential activity is to use animations as a marketing tool.



After Ilkkas presentation the participants were divided into four groups for a **mini workshop**. The groups discussed about following themes: 1) "Magic experiences all year round" and 2) "Ideas in business field". Each group had all the nationalities, so the conversation got more views to the subject. (Reports at page 8)

Evening programme

After the days work there was time to relax in a smoke sauna and regular Finnish sauna also. The ladies went first and were not afraid of cold weather either. Going to the smoke sauna meant running outside wearing only a bathrobe (picture in the front page). The temperature outside was around -30 degrees. The experience was exciting and new for most of the participants. Relaxing time continued after the sauna and an excellent dinner was served.

Since this was the last workshop of Snow Magic project Leopold had arranged gifts for the Snow Magic team, which was a very nice and thoughtful gesture. Marika Lindroth, former project manager of Snow Magic in Rovaniemi, got one as well. After the dessert it was time to head back to the city centre and a good night sleep.

Day two, Wednesday 7.2.2007

Presentations

The second day of the workshop took place at the City Hall of Rovaniemi, and started with a presentation from **Tuula Rintala-Gardin, director of tourism, City of Rovaniemi**. Tuula talked about the **development of tourism and Christmas in Rovaniemi**. Important facts for the tourism are location (Arctic Circle), fairy tale about Santa Claus, good connections and innovative people living in the area. Location at the Arctic Circle makes it possible to see midnight sun in the summer and Aurora borealis in the winter. The combination of wilderness and city services makes Rovaniemi an attractive place also.



Leopold had a double role in the workshop as he apart from facilitating the workshop also made a presentation of **Destination Lapland**, about Product-Marketing-Selling. In the area of Vindel River and Sorsele in Swedish Lapland, forestry and agriculture as livelihoods are declining and mining, car testing and tourism are growing. The tourism potential has made local companies aware of the power of co-operation in making the area more attractive for the travellers. Destination Lapland is developing marketing and sales activities in a newly opened sales office in Stockholm and also through internet: www.destinationlapland.com.



Company presentations continued also at the second day of the workshop and **Pétur Snaebjörnsson** from **Hotel Reynihlid** and NPP told the audience about the hotel, which he runs with his wife **Erna Thórarinsdóttir**. High season for their hotel in Iceland is summer and they are offering Nature Breaks for the travellers, which include accommodation and transportation. They are not offering activities as a part of Nature Break, because they can not guarantee the availability.

Next person to present his company was **Benedikt Björgvinsson**. He runs a hostel, **Kopasker Youth Hostel**, in his own house in the summer. He also presented a new idea how to develop his business. Iceland is growing all the time, because it is an active volcanic area. Through Iceland goes a line where the growth takes place and the hostel is located on this line. This makes the hostel a unique place and can be used when marketing the hostel. The idea was born in the Experience co-creation course organised by Snow Magic in Iceland in October 2006.



One of the experts asked to present their know how related to snow and technique was **Antti Tenetz**, who works at the **Arctic Center, University of Lapland** as planner for the Science Centre (exhibition), but also makes snow carvings at a very high level in Finland. He combines his work and hobbies and uses **multimedia** to create interactive art and exhibition objects for the museum. In his presentation he used a lot of pictures and film material which made the things he talked about very alive. There are many ways one can create **snow constructions** with the help of lights and multimedia.

Mývatn Nature Baths, Iceland, was next among company presentations. **Stefán Gunnarsson** and **Eyrún Björnsdóttir** have their high season also in the summer and are developing ways to make the low season more popular. The visitor number of the Nature Baths is growing, as well as the number of foreign guests. They have a strategy to develop the company. The business idea of the company is to provide relaxation, enjoyment and experiences to their guests.

Snow Magic has created a **databank: Snow Magic treasures**. It helps sharing information about snow related themes. In the databank one can find pictures, video clips, articles and stories. **Tuuli Kangas** has helped to develop the databank and collected material to be shared through the internet. She presented to the participants the databank website, how to use it and what you can do with it. The databank can be entered from the Snow Magic main page. The more information it contains the better and more useful it is.

Reports from the work groups

Before lunch the results from the work groups were reported. The reports are summarised here together, because this way the overlapping of the comments or suggestions can be avoided. The themes to consider were 1) Magic experiences all year round and 2) Ideas in business field.

Participants felt that common things for the Snow Magic areas are nature, unique local culture and food as well as other products. People should find the good thing in every season (e.g. snow) and not be too focused to segment the year into winter, spring, summer and autumn. There are many more seasons. Expertise found in areas should be shared with others and there should be more learning from one and other through study visits for example. People should work on their ideas and develop their companies together. Local products and circumstances should be valued, but at the same time the weaknesses must be considered and improved. The areas have to be nice and welcoming for travellers. Counterparts of the nature could be used more as an attraction. When highlighting the uniqueness of the areas, there should be co-operation between the areas on transnational level. Maybe even an event, which carries on through the areas in each country.

As Snow Magic has been going on for a while now, participants felt that the efforts so far should not be wasted, and the co-operation should continue. Companies should be involved, also financially, and committed to the project. The Snow Magic concept name and logo is seen as a valuable part of the project, which should be used more as a marketing tool (brand) in the future.

Last presentation of the workshop was given by **Sanna Tarssanen** from the **Lapland Centre of Expertise for the Experience Industry** located at Rovaniemi. Sanna has expertise when it comes to meaningful experience and developing them. She held the Experience co-creation course in Iceland, which has given many ideas for the participants. Sanna presented the triangular model of experiences, which organises and values the different parts that create the experience.

At the end of the theoretical part of the workshop Leopold asked the participants, if their expectations (listed in the beginning) were fulfilled. It turned out that they were and already at this point the workshop was seen as very useful.



Study visits

First study visit was to an Ice Gallery, in Santapark close to the Arctic Circle. The gallery is like a gigantic freezer, where they have many beautiful ice sculptures. The room has to maintain the temperature also in the summertime, because it is an attraction planned to be working all the year round.

Second stop was at the Christmas Exhibition at the Arctic Circle. The exhibition has a collection of items connected to Christmas from all around the world.



Last visit was to the Snow Village, which was presented on the first day of the workshop. Petri was proud to present his work in reality also. Participants could try the slide, which gave everyone a very good speed down the hill. Later the coffee was served with igloo pastries. Then there was time to enjoy the ice sculptures and atmosphere and echo created in the igloo/tent.

Evening event

The bus took the participants to enjoy the dinner to Joulukka, which is located in the middle of the forest near Rovaniemi City Centre. There you can enter the imaginary world of elves. The elves serve the dinner and take care of their guests' wishes. It was once again during the workshop a great experience. Thanks to the City of Rovaniemi for hosting the dinner.

Conclusion

The workshop was successful. It proved that there are a lot of ideas to be developed in the future. This workshop raised discussions and participants shared information and know how. Lecturers gave relevant information of the workshop theme: snow and technique. The energetic and enthusiastic participants made the workshop profitable for everyone.

Thanks to all involved for sharing so many ideas and bringing so much energy to the workshop and thanks to the organisers for a pleasant stay in Rovaniemi, Finnish Lapland.

Snow Magic workshop, Rovaniemi, February 2007

List of Participants

Iceland

Jona Matthiasdottir	Thingeyjarsysla Region Development Agency/Snow Magic
Gunnar Johannesson	Thingeyjarsysla Region Development Agency/Snow Magic
Stefan Gunnarsson	Myvatn Nature Baths
Eyrun Bjornsdottir	Myvatn Nature Baths
Olof Hallgrimsdottir	Vogafjos, Cowshed-Café
Jon Reynir Sigurjonsson	Vogafjos, Cowshed-café
Erna Thorarinsdottir	Hotel Reynihlid
Petur Snaebjornsson	NPP
Kristjan Stefansson	Myvatn community
Benedikt Bjorgvinsson	Kopasker Youth Hostel
Elisabet Gunnarsdottir	Nordurthing community
Bjorn Vikingur Bjornsson	Nordurthing community
Fridrik Sigurdsson	Nordurthing community & Markthing
Sigrídur Kr Thorgrimsdottir	Institute of Regional Development in Iceland

Sweden

Hélène Marlot	Inlandslaget /Snow Magic
Leopold Sjöström	Municipality of Sorsele /Snow Magic
Elenor Gustavsson	Sorsele River Hotel
Per-Åke Gustavsson	Sorsele River Hotel
Elin Gustavsson	Sorsele River Hotel
Daniel Jonsson	Sorsele River Hotel
Sten-Olof Fredriksson	Nalovardo Ski Centre, Sorsele
Per Rådström	Nalovardo Ski Centre, Sorsele

Finland

Erkki Kautto	City of Rovaniemi / Snow Magic
Tuuli Kangas	City of Rovaniemi / Snow Magic
Päivi Kähkönen	City of Rovaniemi / Snow Magic
Petri Palkinen	Snow Village

Presentations by

Kai Rynnänen, Rovaniemi University of Applied Sciences (Finland)
Ilkka Immonen, Lapland Studio (Finland)
Tuula Rintala-Gardin, City of Rovaniemi (Finland)
Leopold Sjöström, Destination Lappland (Sweden)
Antti Tenetz, Arctic Center, University of Lapland (Finland)
Sanna Tarssanen, Lapland Centre of Expertise for the Experience Industry (Finland)