



European Union



# The Snow Magic Times

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The Snow Magic team at the start in Sorsele

## What is Snow Magic?

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. This is done in co-operation with local tourist companies

It is a three years long trans-national project part-financed by the European Regional Development Fund in the framework of EU-programme Interreg IIIB Northern Periphery.

The partners are:

- The Municipality of Sorsele (lead partner), Swedish Lapland
- The Municipality of Rovaniemi, Finnish Lapland
- The Development Agency for the Region Thingeyarsýsla (DART), Lake Mývatn, Iceland

Read more about Snow Magic, the three areas and the different achievements on [www.snowmagic.nu](http://www.snowmagic.nu) and welcome to contact us for more information.

## Interview with Leopold Sjöström, Snow Magic international co-ordinator

### *Leopold, what do you want to achieve with Snow Magic?*

Awareness and pride among local people for the richness of the local nature and culture. Innovative product ideas and services. A better marketing of the Snow Magic areas. A good learning in between the Snow Magic partners and a long lasting strong network.

### *How can this be done?*

Keywords are networking, support and actions. The work must be based on a long-term strategy and grow step by step with quality and involve a strong local partnership of both the private and public sector as well as the voluntary sector and committed individuals.

### *What has been most appreciated this winter among what you did?*

The spontaneous positive response among local people and visitors "How nice to see new exciting things happen...". The success of the snow igloo project which was most appreciated among guests and which demonstrated a positive local involvement and purposefulness. The involvement of tourism businesses in Sorsele, Nalovardo and Ammarnäs.



The igloo on the Vindel River, Sorsele

### *What can we expect to experience next winter in Sorsele?*

Probably a development of the snow igloo concept in Sorsele, realising planned activities connected to the ski area in Nalovardo and new exciting activities in the mountain area of Ammarnäs. Hopefully also a few Snow Magic packages for tourists.

### *As snow melts each spring, what outputs do you expect to be viable after the project?*

New unique winter products, a dynamic business involvement and a strong international network. A well-known and popular website. I am sure that snow and ice, though perishable, stimulates your mind and can contribute to a sustainable development



The snow castle at Nalovardo Ski Centre

## Snow Magic – Winter Land, Sorsele, Swedish Lapland

The Snow Magic Forum has an important role by collecting and providing advice and propositions of activities. It is a local planning group based on complex partnership gathering the public, private and voluntary sectors as well as committed individuals.

An igloo has been built in co-operation with several companies. The igloo was used every weekend from January 2005 to April as a part of a tourist package mainly for German visitors. A successful open day was arranged for local inhabitants.

6 Snow Magic assistants have been involved with the support of the Employment Office. They have carried out planning and realisations of snow creations and activities and contributed with supporting ICT competence (website, digital presentations, pictures, etc.).

Snow Magic is co-operating with the 19 students at Mountain Guiding College (Folkhögskola) in Storuman to plan and organise different sports and animation activities to take place at the ski centre of Nalovardo, Sorsele. Four activity groups have been formed around the following concepts: Family activities; Snowboard Big Air; Ice climbing; Tourist packages and excursion tours.

2005 is dedicated for planning, testing and realising small scale activities as well as marketing and 2006 to fulfil the plans. This winter, some of these students learnt ice sculpturing, others ice climbing. An interesting combination of a snow castle and snow grotto equipped with climbing facility and snow slide and decorated with ice sculptures was made and inaugurated with a slide show.



The Vindel River fairy, Sorsele

Other Snow Magic achievements this winter: A snow gate and other snow creations on the children's ski slope at Ammarnäs Ski Centre in the mountain village of Ammarnäs, sculptures by the pupils at "Vindelälvs skolan" and Afghan immigrants on the theme of tales and legends, a snow dragon, the Vindel River fairy surrounded by snow lanterns made by kindergarten's children. Signs, information in the local newspaper and a promotion flyer.

### Snow Magic – Christmas Triangle, Rovaniemi, Finnish Lapland



Snow men at Santa Claus village

In Rovaniemi, numerous local project meetings with different interest groups have been organised, call for tenders have been arranged and consultants hired to realize the objectives.

The main visible realisation has been the Snow Village and other snow constructions at the Santa Village including snow and ice lanterns, big snow men, etc. The Snow Village opened 3<sup>rd</sup> December and has since then been open to visitors. Some signs and a DVD have been produced for this occasion. The Snow Village had several winter activities for children. During December 2004 there were 3 686 visitors in the village, of which about 50 % were children.



Santa Claus Village, Rovaniemi

Two villages have also been involved in the project. A snow construction course was held January 21<sup>st</sup>-22<sup>nd</sup> 2005 in Meltaus village, about 50 km west of Rovaniemi, to prepare a snow event. The instructor of the course was Jukka



Snow event in Meltaus, March 14<sup>th</sup>

Teppo. Snowmen were created in front of the village shop as a practical rehearsal. Making of snow billets and snow sculpting was trained in the yard of the village house.

The week before the event the villagers made snow sculptures with moulds and finalized the entity by using ready-made moulds (teddy bear, snowman and snow mobile). The actual snow event was held March 4<sup>th</sup> with about 100 participants from Meltaus and surroundings. During the event there were different kinds of competitions for children and adults and a buffet served on snow tables with snow chairs. Fire and ice sculptures brought their own addition to the event. The event was successful and had a fascinating atmosphere. The sculptures remained for several weeks for people to admire.

### Snow Magic Mývatn, Iceland



One of the snow men at Lake Mývatn

In October 2004, the first open meeting for the local people was held and the concept of the Snow Magic project was introduced.

At the beginning of January 2005 a group of 10 unemployed people was hired to work in the project with the support of the government from January to the end of May. These people have been learning how to create sculptures from snow and ice, drawing on ice, building a horse-sledge to use on the ice, meeting the older generation living at Mývatn and collecting stories from them about their lives and the way of life in days gone by, working with material connecting to the 13 Icelandic Yule Lads, knitting three gigantic

scarves for the enormous 3 m high snowmen, with the flag representing each country involved in the project and much more.

The research institute of the University of Akureyri (RHA) has been working on a Swot-analysis on tourism in the Mývatn region. DART has held two meetings with the local people working in the tourist business and from the municipality.



A Snow Magic entry at Lake Mývatn

DART has also marked flags with the Snow Magic Logo and provided staff with Snow Magic outfits. In May a website [www.snowmagic.is](http://www.snowmagic.is) was opened in Icelandic about the project, Mývatn and the area and the work which has been done by the local people.

Mývatn's team is also preparing material for the Christmas Exhibition beginning in July in Rovaniemi. It is a wonderful opportunity to introduce the thirteen, whacky yuletide lads to a wider audience.



Painting on ice, Lake Mývatn

### Joint activities

The first Steering Committee and Project Team meeting was held in Sorsele in May 13<sup>th</sup>-14<sup>th</sup> 2004 to plan the start-up of the project. The second meeting took place in October 16<sup>th</sup>-18<sup>th</sup> at Mývatn where the Snow Magic team experienced the exciting area but also the unpredictable weather.

Sorsele's team did a study visit in Rovaniemi February 2<sup>nd</sup> and 3<sup>rd</sup> 2005 at the occasion of the lead partner and partner NPP meeting.

The first International Workshop took place at Mývatn in February 18-20<sup>th</sup> with lecturers from each country on the theme "Snow and land – contrast of landscape and environment" as well as marketing. The guests also had a chance to go on an excursion around the Mývatn area, visiting several locations and companies like the natural baths, the Cowshed-café, Hotel Reynihlið, the power plant of Krafla and of course the beautiful scenery of Mývatn.

An Extranet has been designed by the Municipality of Rovaniemi to follow-up the project. Finally, the website is updated regularly with new information and pictures.



Snow Magic flag at Lake Mývatn

### Welcome to visit us!