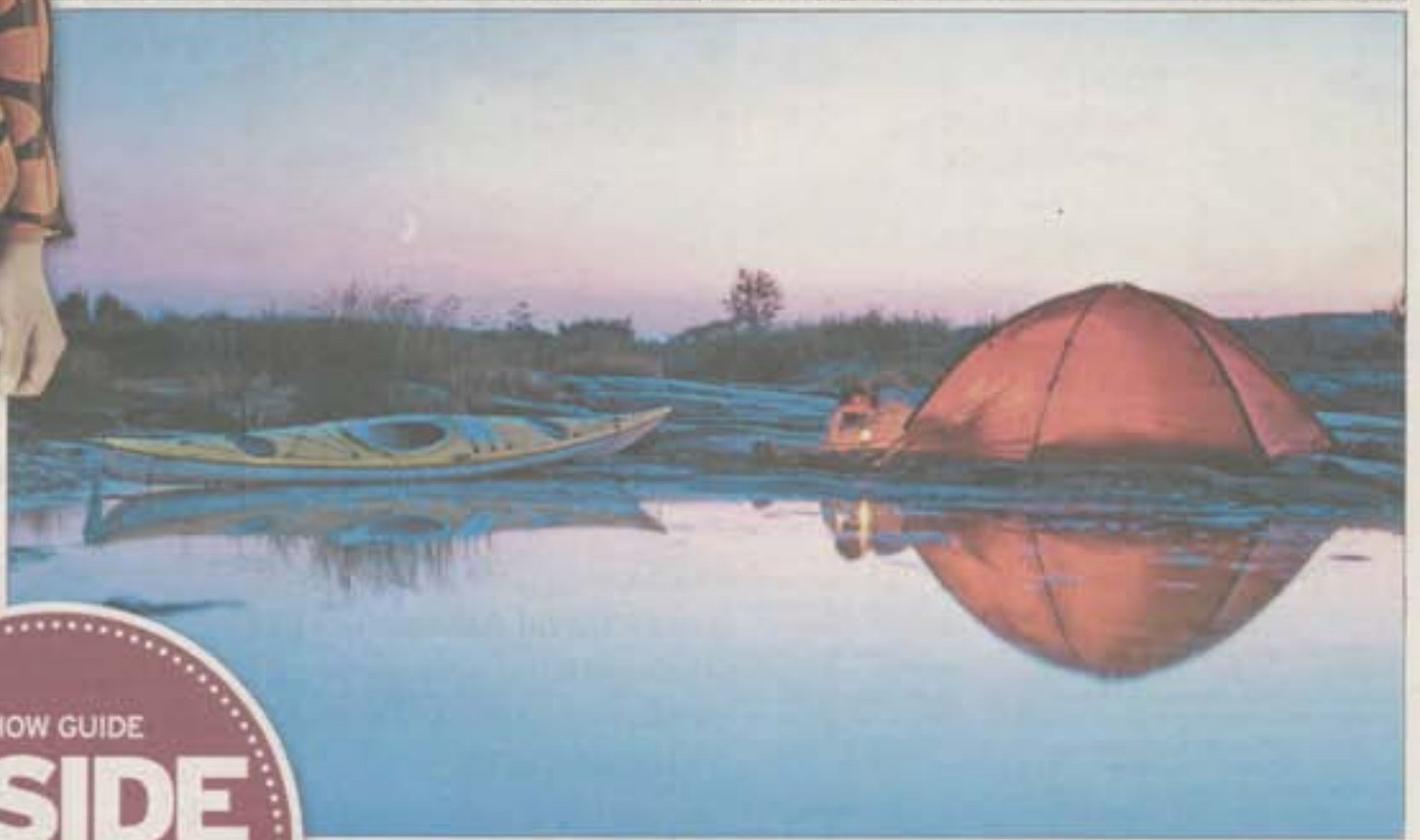


The Sunday Telegraph

# NORDIC COOL

Your 16-page guide to Scandinavian travel, fashion, food and culture



SHOW GUIDE  
**INSIDE**  
THE SCANDINAVIA  
SHOW 2010  
SEE PAGES  
11-15



SPECIAL OFFER: HALF-PRICE SHOW TICKETS. SEE PAGE 11 FOR DETAILS

## CONTENTS



## TRAVEL

Where to go, what to do and what to see in Europe's most northerly countries



## FASHION

Style made easy - why the passion for Scandinavian fashion has gone global



## INTERIORS

Contemporary choice: how cool Nordic design works in today's homes



## FOOD

True tastes from the north: eating healthily, locally and with the seasons



## SCANDINAVIA SHOW 2010

For full details of show exhibitors and events see pages 11-15

THE SCANDINAVIA SHOW 2010

## If it's outdoor adventure

From ice climbing to surf school, **David Atkinson** checks out the very latest ways to enjoy the wild open spaces

I enjoy a city break as much as the next man. But, for me, the best part of a Scandinavian sojourn is escaping the city limits and striking out into the great Nordic outdoors. Just think of it: the sheer scale of the wild, open spaces, the thousand-acre sky and the freshness of the air. It never fails to impress. From a high-octane jeep safari in Iceland to hiking through a national park in Denmark, my favourite holiday memories are built around the region's closeness to nature and powered by lung fulls of fresh air. So what's new in active Scandinavia for your next trip?

## Sweden

While Stockholm grabs the headlines, the lesser-known hub of northerly Luleå, overlooking a vast archipelago of 17,000 islets on the Gulf of Bothnia, is up and coming for Lapland adventures. Scandinavian Airlines starts new direct flights from London Heathrow on November 6. Check into the Treehotel at Luleå ([www.treehotel.se](http://www.treehotel.se)), a fabulous treetop adventure for grown-ups that opened in the summer; even the hotel's sauna is tucked away in the leaf canopy.

Unwind there after sea kayaking the Luleå River, or trying your hand at skijoring, a form of cross-country skiing that involves being towed by a horse.

Across on Sweden's west coast, the new Kosterhavet National Marine Park, accessed from Gothenburg, is the base for seal safaris through the Koster Fjord and ocean crayfish-fishing expeditions. Alternatively, specialist tour operator Discover the World has new summer trips to rural Värmland west of Stockholm above Lake Vänern, where you build your own raft before taking to the waters of the River Klarälven, floating down one of the longest waterways in Scandinavia, spotting beavers and otters en route.

For snow lovers, the winter sports resorts of Åre and Vemdalen have powder-rich slopes, plus adrenaline thrills with the longest zip line in Europe, or hiking to Tinnforsen to explore Europe's largest frozen waterfall and ice caves.

## Finland

Finland has some excellent cross-country skiing trails through a picture-postcard landscape of silent forests and frozen lakes. In north-western Lapland, the season even extends into May. The resort of Vuorimäki, in southern Finland, is an early opener with 25km of illuminated trails, while Lapland's largest resort, Ylläs, leads skiers into the Pallas-Ylläs National Park.

For a different kind of adventure, and for a new perspective on the pristine wilderness, join the International Arctic

Hot Air Balloon Adventure, training with professionals at the popular ski resort of Levi in February next year. Arctic winter conditions are particularly favourable for ballooning with calm conditions and high visibility.

## Norway

Norway is well known for its winter ice fishing, husky sleds and snowmobile rides, but the ski resorts are increasingly popular with visitors thanks to good-quality snow even at low altitudes and a six-month-long season until May. Of course, the Norwegians have known about this for ages - skiing is, after all, their favourite way to enjoy the unspoilt mountain landscape.

But the uncrowded pistes, efficient infrastructure and lack of lift queues are attracting increasing numbers of families. Among the popular resorts are Trysil, Norway's largest ski area with four linked areas, and the facilities of the erstwhile 1994 Winter Olympic complex at Kvitfjell, near Lillehammer, while the raw and wild Hemsedal has some of the most challenging skiing in northern Europe for more adventurous types.

## Denmark

There's nowhere better to get on your bike than Denmark. The country boasts a 4,000km national cycle network, divided into 11 different routes, through some of Denmark's best scenery and attractions. One of the most stunning trails is the Limfjord Route, a 610km

On the cover: clockwise from left, pleated top by Finnish design firm Marimekko; Icelandic ponies near Reykjavík; wall decor panels from Norwegian firm Scandinavian Surface; wild camping on Lake Södermanland, Sweden; happy faces at Iceland's Blue Lagoon; catch of the day, Danish crayfish.

Pictures: food, Lars Rensik; Jackie Kennedy, Sports Illustrated/Getty Images; Museet Moderna, Museet Moderna/Asa Lundén; other images, Getty, Corbis, Alamy



# you want, Scandinavia has it all

Getting away from it all: outdoor adventure in Scandinavia can mean striking out into the wild, open spaces

circular ride from Thisted via Lagster to Struer in northern Jutland with access from air hub Aalborg.

Denmark is also proud of its clean and sandy coastal stretches, notably the Wadden Sea, which officially becomes Denmark's third national park this autumn. This marshland area of south-western Jutland is rich in wildlife with large populations of migrating starlings and spotted seals. Spot them on Wadden Sea safaris, departing from Esbjerg Harbour, or join a guided walk out to the

oyster beds from the Wadden Sea Centre from October to Easter. Otherwise, Djursland, in the eastern corner of Jutland, is home to a range of more established walking routes, such as the rugged North Sea Trail and forays into mountains-to-sea landscape of the Mols Bjerge National Park.

## Iceland

Outdoor-paradise Iceland is a haven for active types with super-jeep adventures,

ice climbing on glaciers and sea kayaking in the Westfjords all perennial favourites. But increasingly popular is active Iceland on horseback. Icelandic horses are valued for their stamina, endurance and intelligence, and they still work the land. Discover the World has autumn tours joining the annual Réttir, whereby farming communities round up their livestock on their sturdy steeds.

Other new activities include a Reykjavik summer-camp surf school,

4x4 adventures to Iceland's rugged highlands, and new glacier ski tours to the uninhabited Hornstrandir Nature Reserve in north-west Iceland.

Finally, you can now face off with Iceland's infamous volcanoes. A three-day trekking tour with Iceland Mountain Guides hikes to the two newly created volcanic craters, named Magni and Móði, close to the Thorsmörk Nature Reserve. While you're there, have a word. No more flight-cancelling eruptions, please.

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\*Based on two people travelling together for 4 nights in an unquipped double cabin on selected dates in November and December 2010. Price includes flights from Gatwick with Norwegian Air, 1 night in a centrally-located hotel in Tromsø on a B&B basis and applicable transfers. Hurtigruten booking terms and conditions apply. \*Excursions at extra cost. Price correct at time of going to print (1 September 2010).



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# Starry nights, steamy waters and wild elk

A vast region of extraordinary natural beauty, crisp winters and cutting-edge innovation, Scandinavia has also long figured in folklore. **Mary Simpson** picks her 10 favourite tourist attractions across Europe's most northerly countries

## 1 Get steamed up

No visit to Iceland is complete without a dip in the famous geothermally heated waters of the Blue Lagoon. Enter via the labyrinth lava rock entrance, slip into your bathing costume, then slide into the warm, milky-turquoise waters. Sit back and watch the steam rise while taking in the surrounding moon-like Icelandic landscape. The spa promises "harmony between body, mind and spirit", and the silky smooth brine is said to be good for the skin. Splash out further for massages or other treatments, or just enjoy watching bathers daub themselves with the silica mud that gives the

water its milky tinge. Handily placed just 12 miles or so from Keflavik airport, many visitors use the warm pools as a preflight relaxant. Shampoo well before you leave, though, or you're sure to have a bad hair day.  
 © [www.bluelagoon.com](http://www.bluelagoon.com)

## 2 Chase a natural wonder

Clear, dark skies are needed to best view the elusive Northern Lights. What better way to chase these shimmering displays of red, green and yellow lights than from one of the little coastal vessels of the Norwegian Hurtigruten fleet? The lights have for centuries intrigued watchers, inspiring myths that



the phenomena represent the souls of the departed. The more prosaic explanation of the Aurora Borealis, to give the phenomenon its proper name, is that it is caused by solar winds interacting with the Earth's magnetic field. Seeing the lights dancing in the black-velvet Arctic night in the northerly waters of the Hurtigruten route is somewhat more magical.  
 © [www.hurtigruten.co.uk/norway/](http://www.hurtigruten.co.uk/norway/)

## 3 Rock art

Sweden's western coast is best known for its immense, smoothly polished boulders along the pristine shoreline, where meadows reach to the crystal-clear water's edge. Bronze Age man enjoyed the region's beauty, too, and left his mark on the landscape with an intriguing collection of carvings on upland rock faces at Tamumshede. Listed as a World Heritage site, the hillside pictograms of men, boats, hunting and fanning scenes – many picked out in red by helpful archaeologists – are one reason for the curious to head west. Another is the annual Nordic Oyster Opening Championships in Grebbestad, on May 1. You can watch the action, or join oyster safaris to see how the molluscs are harvested.  
 © [www.tasfsverige.com](http://www.tasfsverige.com)

## 4 Go native

Get directions to local restaurant 3 Frakkar, tucked away in a quiet corner of Reykjavik; it's worth the find for a true taste of traditional Icelandic food at its home-cooked best. Chef-owner Ulfar Eysteinnsson dishes up specialities such as shark, whale, reindeer and seabird. The unadventurous can stick to fabulously fresh halibut or cod, but you'd miss a treat if you pass on the smoked puffin, or the crème brûlée made with skyr, a creamily soft local cheese.  
 © [www.3frakkar.com](http://www.3frakkar.com)

## 5 Enter, stage left

Shakespeare never saw it, but thousands of other visitors to Kronborg Castle at Elsinore know it as the setting for the bard's tragedy of *Hamlet, Prince of Denmark*. The immense hilltop fortifications that surround the Renaissance castle overlook the narrow Øresund sound, which it was built to protect. Inside are splendid Renaissance and Baroque interiors, including



a stunning 200ft ballroom. Be sure to visit the much-loved statue of Holger the Dane. An 8th-century mercenary at the court of Charlemagne, Holger was renowned as undefeated in battle. But he eventually became homesick and walked home from the south of France. On arrival, he fell asleep and has been slumbering since; legend has it that he will awake if Denmark's sovereignty is ever threatened.  
 © [www.slottet.dk/en/Slotte/Kronborg](http://www.slottet.dk/en/Slotte/Kronborg)

## 6 Spot an elk

Elk warning signs are common along the Swedish Lake District's winding roads. Spotting the big moose is somewhat harder. The Halle-Hunneberg eco-park at Lake Vänern

The Vasa, above; a Bronze Age rock carving at World Heritage site Tamumshede; and Hamlet, top left

“Legend has it that he will awake if Denmark's sovereignty is ever threatened

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Clockwise from main photo: the famous Blue Lagoon hot springs; the restaurant at the Moderna Museet; and the ubiquitous Finnish sauna

maritime museum's highlight is the beautifully carved and ornately decorated 17th-century royal warship Vasa, lovingly restored.  
 © [www.modernamuseet.se](http://www.modernamuseet.se); [www.vasamuseet.se](http://www.vasamuseet.se)

**9 Cool hunt**  
 Good design seems to be part of the Danish DNA. Cool hunt for iconic objects at the Danish Design Centre in Copenhagen; its new exhibition *Denmark by Design* chronicles the development of design since 1945, when shortages demanded durability yet austere lines, perfected by designers such as Arne Jacobsen, Verner Panton and Hans Wegner among others. The centre's shop is an exhibition in its own right: you won't leave empty-handed.  
 © <http://en.ddc.dk/>

**10 Wave a flag**  
 Make sure you're in Norway on May 17, when the country celebrates its national day with flag-waving, street parades and much national costume wearing. Children's groups rather than the military lead the way as the entire country, from the capital Oslo, to the tiniest village, take to the streets to celebrate the day when Norway became a country in its own right after centuries of Danish rule. Sounds corny? The Norwegians' love of their country is infectious: I joined the flag-wavers in Tromsø and was soon shouting "Hurrah!" along with the crowd; I left feeling jealous of a nation able to express such pride.  
 © [www.visitnorway.com](http://www.visitnorway.com)

“For a truly Finnish hot date, try Helsinki's beautiful Yrjönkatu swimming hall

(Sweden's largest lake) is said to have the largest population, allowing even for the royal moose hunt held each year. Guided three-hour walks (adults £23, children £14) might get you nearer the big game.  
 © [www.algensberg.com](http://www.algensberg.com)

**7 Strip off for a sauna**  
 Saunas are everywhere in Finland; every hotel will have their own, but for a truly Finnish hot date, try Helsinki's beautiful Yrjönkatu swimming hall ([www.hel2.fi/liv/eng/yrjonkatu.html](http://www.hel2.fi/liv/eng/yrjonkatu.html)), designed in Roman-baths style in the Twenties and lovingly restored a decade ago. The hall has several saunas, including electric and wood-heated; swimming is single-sex timetabled, as

swimsuits are rarely worn. For a genuine outdoor sauna, head for Saunasaari Island, which has traditional smoke saunas and heated pool with amazing views towards the city.  
 © [www.saunasaari.fi](http://www.saunasaari.fi)

**8 Out to brunch**  
 Culture vultures can get peckish, but two of Stockholm's museums fill the gap with style. Treat yourself to one of the best brunches in town at Stockholm's Moderna Museet. Once you've checked out the vast collection of modern art, head to the rooftop for a vast smorgasbord brunch, with a view of the harbour. Organic local produce is the foodie draw at the city's Vasamuseet restaurant. The



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## NORDIC COOL FASHION

# Good lookers from the land of natural style

Understated and timeless - with daring cuts, rock-style glamour and edgy details. Is it any wonder Scandinavian clothes are always in vogue, asks **Nisha Lilia Diu**

Ever since Jackie Kennedy wore Marimekko's printed dresses during John F Kennedy's presidential campaign in 1960, the fashion-savvy have kept an eye on Scandinavia.

The simplicity of those jewel-bright shift dresses and the effortless elegance with which they were worn captivated the watching women of the world. And those same qualities - ease, understatement, confidence - remain key to the region's aesthetic.

"We have a very practical approach to clothes," says Cla Jansson of Swedish *Elle* magazine. "There's not such a difference between how we dress at work and in our time off."

One need only look at the

Swedish high street store Cos to see the truth of this statement. The London flagship store displays rails of neutral-hued clothing smart enough for the office and yet chic enough for cocktails. Small details - an unexpected pin tuck here, a surprising cut there - transform these pieces from sober to head-turning.

"What makes Scandinavian clothing so wearable is the fact that almost all women work," says Caroline van Luthje, the Danish owner of the London-based independent Wild Swans boutiques and fashion host at the Scandinavian Show.

"So the clothing has to look good, but it also has to be comfortable, wearable on an



Star elegance: Jackie Kennedy, above with her husband in 1960, wowed fans with her Marimekko shift dresses

everyday basis. The look is understated, so it can be worn daily with tights and boots - especially in Denmark, where everyone cycles - yet can easily be fussed up for evenings."

This cool Scandinavian style has gone global; witness the three-day-long queues outside H&M Tokyo when the Swedish company's recent collaboration with Comme des Garçons arrived in store. International street-style blogs like Facehunter and the Sartorialist can't get enough of Stockholm's edgy, leather-wearing rock chicks or Copenhagen's glamorous bicycling girls clad in cloud-soft knits.

But perhaps because we're near-neighbours and because we dress, as the Nordic countries do, for cold, dark winters, Britain's love affair with Scandinavian fashion has been particularly passionate.

"Copenhagen Fashion Week is now as important for us as Paris or New York," says Joanne Watkinson, a buyer for the designer e-boutique My-wardrobe.com. All those lightweight knits for layering, sturdy biker boots for negotiating puddles in, all those glorious tones - mushroom, petrol, putty and mole - that look so good against a steely grey sky.

The super-hot Swedish label Acne has been one of this year's biggest hits. There can't be a fashion editor in the land that doesn't own - or wish they owned - last winter's shrunken aviator jacket. And every trendy young thing worth their asymmetrical hairdo has donned a pair of the Stockholm denim company's Cheap Monday stretch skinny jeans.

Yet there is something resolutely anti-fashion about the Scandinavians' low-key, architectural creations. As Jonny Johansson, a co-founder of Acne, puts it: "We grew up with craftsmanship." What they want, he says, is to make "something that people can have a long-term relationship with" - not something they'll wear today and abandon tomorrow.

That said, lovers of fast fashion who want the latest looks the second they've left the runway can't wish for a better interpreter of affordable catwalk trends than H&M.

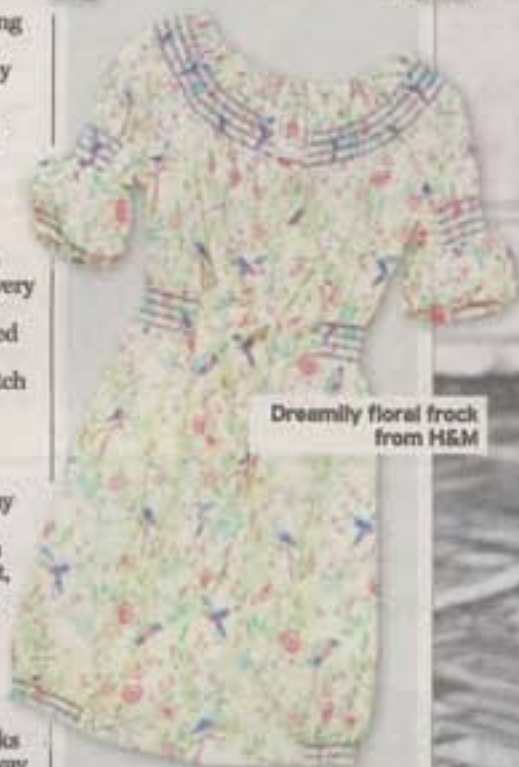
Many designers look north for inspiration. Alber Elbaz, the creative director of the French couturier Lanvin, teamed up with Acne to produce a line of sculptural denim pieces. The British design duo Preen recently co-designed a clothing collection with Day Birger et Mikkelsen, and



Silver air bubble earrings by Pandora



Decorated cardigan by Day Birger et Mikkelsen



Dreamily floral frock from H&M



Fabulous footwear by Camilla Skovgaard

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Danish-born designer Peter Jensen's clothes have youthful appeal, left; creations by Swedish high street store, Cos, right; and Finnish designer Marimekko (far right)

London designer Matthew Williamson used Camilla Skovgaard's shoes for his catwalk shows. The Dane's footwear is fabulously bold and sexy.

One of the most successful collaborations of the past few years was between another Dane, Peter Jensen, and the fashion illustrator Julie Verhoeven. Their dreamy floral pieces had a softness about them that Ann Watson, of the New York department store Henri Bendel, sees as typical of the region.

"The landscape has a quietness to it," she says. "It's serene and calm. There's a tendency among designers to reference natural materials."

Indeed, there's a teal and tan print on Rodebjer's current season dresses that looks like water running over rocks. And the jeweller, Pandora, which is sponsoring the catwalk fashion at the Scandinavia Show, picks up the natural theme with its beautifully evocative pendant and earrings shaped like air bubbles in iced water.

It's not just a love of the natural environment but a respect for it, too, that marks out many Scandinavian designers. Two years ago, the region's five countries set up Nice, the Nordic Initiative for Clean and Ethical fashion. Since then brands such as Nudie, Whyred and FIN have made real moves to incorporate organic and sustainable materials into their designs, and many firms use small-scale, often Fairtrade, producers, handmakers and manufacturers.

Supermodel Helena Christensen is one of Scandinavia's highest-profile green campaigners. Her own contribution to the environment includes swapping electric lights for "a lot of candles - I like the cosiness of them" and reducing the heating in her home in favour of her winter wardrobe including "tons of thick, knitted tights".

The renowned Norwegian fashion photographer Solve Sundsbo expresses his earthiness in a different way. "People assume my work has been through a computer but actually I use a lot of old-fashioned techniques," he says. Sundsbo, who has shot campaigns for Armani, Chanel and Dolce & Gabbana uses hand-painted retouching to achieve his luminous effects.

One might imagine his fantasy subject to be an ultra-glamorous beauty - Grace Jones, perhaps, or Bianca Jagger - but in fact his dream is "to capture the Northern Lights". You can't get more Scandinavian than that.



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## NORDIC COOL INTERIORS

# Style with northern soul

Clean lines and sharp colours keep Scandinavian design at the cutting edge of cool. **Nicole Swengley** reports

Think of Scandinavian design and images of blond wood, bright primary colours and simple, organic shapes spring to mind. But there's much more to this evergreen northern style than vintage icons such as Arne Jacobsen's Egg chair or contemporary Ikea flat-pack bookcases. And most of it is good-looking, practical and well suited to contemporary living.

Scandinavian style has proved perennially popular with home owners since creating a splash in post-war Britain. Sir Terence Conran – a big fan – remembers what a deep impression it made on him at that time. The clean lines and warm colours were an inspiration after drab, wartime "utility" furniture. And many designs produced in the Fifties

“Vintage pieces sell well because the style is still so relevant to today's home owners”

and Sixties are still sought-after today – either as vintage originals or as contemporary re-editions of classic designs such as the award-winning Tulip chair (£846) and oval table (£5,076) by Finnish designer, Eero Saarinen, available at Conran's eponymous store ([www.conranshop.co.uk](http://www.conranshop.co.uk)). This also has other Scandinavian designs including shapely ceramic vases by Finnish architect, Alvar Aalto (from £75) and the iconic – if pricey – Swan and Egg chairs by Danish designer, Jacobsen (£2,334 and £4,142 respectively).

"Vintage pieces sell well," says Nina Hertig, a Danish ex-Sotheby's furniture expert, "because the style is still so relevant to today's home owners." Hertig set up retail design



Stunning: Fifties teak keyhole desk in perfect condition with original oiled finish, from Danish Homestore

company Signar ([www.signarlondon.com](http://www.signarlondon.com)), with Swedish interior designer Ebba Thott. Their stock includes vintage Fifties mirrors with slender, rosewood frames (£550) fashioned in the

traditional manner by Danish cabinetmakers and contemporary bent birch-wood lampshades from the Finnish company, Secto (table, £515; floor, £725; pendant £1,150-£1,245). "We place a lot of

## Advertisement feature

# How very relaxing

*Rhona Keaton finds that comfort plus Nordic style equals low stress*

At the end of a long day, there's nothing better than putting your feet up with a good book or watching your favourite TV programme in perfect comfort. But sitting bolt upright in a chair isn't relaxing and slumping on the sofa is not great for your spine.

But where do you find an ergonomic reclining chair that doesn't jar with your home decor? One region renowned for its functional yet visually stunning design is Scandinavia – indeed when Norwegian furniture maker Ekornes introduced the Stressless recliner in 1971, it proved such a breakthrough that it was an instant success.

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because these seats feature the Stressless Plus system, which automatically adjusts to your body weight, providing the best support for your neck.

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Ekornes' design team focuses on blending style and quality, creating 13 contemporary and classic recliners and footstool styles – most are available in three sizes to give the perfect fit and



Laid back: Stressless recliners, above, have been taking the weight off since 1971

all are made from high-quality materials. To match your recliner, there are 13 stylish sofas and chairs in the Stressless range, including home-cinema options, ottomans and tables. You can choose from leather or fabric upholstery and furniture bases are made of laminated European beech. Most

products are available in a natural finish or can be stained in mahogany, teak, cherry, brown, wenge or black. Ekornes guarantees the internal mechanism of its recliners for 10 years from the date of purchase.

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INTERIORS | NORDIC COOL



emphasis on quality and materials," Thott says. And their customers - including Manolo Blahnik, Queen Rania of Jordan and Claudia Schiffer - are clearly lapping this up.

Home owners on the vintage trail will find a good selection of vintage wares from Nottingham's Danish Homestore ([www.danish-homestore.com](http://www.danish-homestore.com)) at the Scandinavia Show. Owner Simon Harrison says: "We're showing items which represent not just beautiful Danish design, but also excellent investments based on rarity of items and values in years to come."

"We'll have lots of Hans Wegner designs because he is among the architects whose designs are rapidly climbing in price."

Among the Wegner pieces are a rare Cigar sofa in light oak, £2,200, and his Ladies desk, £749. Also on show are Poul Henningsen PH lights, from £249 and Kai Kristiansen's rosewood Cubus nest of tables, £595.

If contemporary furnishings have more appeal, then take advice and inspiration from another exhibitor, Skandium ([www.skandium.com](http://www.skandium.com)). Run by Scandinavians - Magnus Englund (a Swede), Chrystina Schmidt (a Finn) and Christopher Seidenfaden (a Dane) - the company is the UK distributor for leading Scandinavian brands including Asplund, a Swedish designer rug and furniture company, the legendary Danish lighting company, Le Klint, and Finnish companies Arabia (ceramics), Iittala (glassware), Hackman (cookware and cutlery), Marimekko (textiles and tableware) and Woodnotes (rugs, blinds, table accessories).

Taking your existing furniture as a starting point, BoConcept's free interior design service includes a home visit and floorplan tailored to your tastes ([www.boconcept.co.uk](http://www.boconcept.co.uk)). One of Denmark's biggest international furniture stores, it has branches in Manchester, Newcastle,

Liverpool, Leeds (Batley), Glasgow, Bournemouth and London. And, since its furniture is designed by an in-house team, customers can specify sizes and colours. The latest designs include a sleek, walnut-veneered dining table with built-in extension leaves, £599, black leather Zarra high-back dining chairs, £199, and brightly coloured Pixel rug, from £595.

Time-poor home owners can shop for contemporary Scandinavian homewares via the internet. Online specialists include ScandiLiving ([www.scandiliving.com](http://www.scandiliving.com)) and 95% Danish ([www.95percentdanish.co.uk](http://www.95percentdanish.co.uk)), both of whom are at the Scandinavia Show. Brands available from 95% Danish include contemporary textile specialist, Ferm Living and Holmegaard, which has supplied the Royal Danish court with glassware since 1825. New designs include Ferm Living's attractive Peacock cushions, £69.95, Pappelina's woven plastic Viggo Star rugs, from £129, and Holmegaard's shapely Divine bowl, £174, with its vibrant orange interior.

ScandiLiving, meanwhile, offers glassware from Orrefors and Kosta Boda, and lifestyle products from contemporary design brands, Menu and Normann Copenhagen. New designs include Kosta Boda's elegant Line champagne flute, £28, and Linum's charcoal Chili cushion with simple, big white checks, £35. You can also buy classic designs such as the aluminium FlowerPot table lamp VP4, (left), £249, designed by Verner Panton in 1969, and Rörstrand's Swedish Grace plates with a wheat-stalk relief pattern around the rim. Designed by Louise Adelborg, it's amazing to realise these were originally unveiled at the Stockholm Exhibition in 1930. Proof positive, if it were needed, of the enduring popularity of top-quality Scandinavian design.

**Dramatic: clockwise from above, PanelPiece wall decor panels from Scandinavian Surface, an all-female design studio in Bergen, Norway; Divine vase by Holmegaard; Ferm Living's colourful Peacock cushion, both from 95% Danish**



Best of what's new from the north

• Bang & Olufsen's new BeoVision 7 LCD TV and integrated DVD player typifies the innovation and craftsmanship of this long-established Danish company with its motorised, swivelling stand and ambient light sensor that optimises on-screen images. • Icelandic company Secret North has given the humble fireplace a stylish, contemporary makeover. Its bioethanol fires are even designed as an integral part of coffee tables and couches. Order

via the website [www.secretnorth.is](http://www.secretnorth.is). • PanelPiece is a wallpaper concept in which individual panels are used separately or in interesting combinations. Designs from this all-female design studio, Scandinavian Surface, based in Bergen, Norway, are often inspired by nature ([www.scandinaviansurface.com](http://www.scandinaviansurface.com)).

• "In Good Company", a bold, new collection of tableware from legendary Finnish company, Marimekko, includes cups, bowls, plates, teapot and textiles. Available from Skandium.

• Norwegian designers Knutsen & Hindenes ([www.knutsenoghindenes.no](http://www.knutsenoghindenes.no)) combine Norway's ubiquitous pine with a moulded felt seat to create the Nord chair (below). It's manufactured by family-run, Norwegian company, VAD ([www.vad.no](http://www.vad.no)).

• Asplund's Air bench, designed by Thomas Sandell, references both contemporary and traditional Swedish design. Available from Skandium.



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“Not just beautiful design but also excellent investments based on future value”

## NORDIC COOL FOOD



# Fresh tastes from the north

There's more to Nordic food than salmon and meatballs. **Moira Littlestone** samples new-style Scandinavian cooking

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If herring, pickled vegetables and, of course, those inevitable meatballs spring to mind when someone says "Scandinavian food", it may be time to take a leaf out of Jamie Oliver's book and visit these northern countries which revel in fresh, seasonal produce.

Just as here in Britain, Nordic cooking has been transformed in the past couple of decades. Trina Hahnemann, chef, restaurateur and food writer who is feted as the Danish Delia Smith, explains: "People are realising that our region's food consists of much more than just roe or cured salmon."

There for the savouring are delicate, sweet crayfish from Sweden, boiled in beer and served with aquavit, the potent spirit usually infused with caraway seed; tender filets of summer deer from Denmark, and giant, fleshy, red king crab from Norway.

"It is all about eating healthily, locally and seasonally - and knowing exactly where your food comes from," Hahnemann says. And therein lies its freshness and flavour.

Scandinavians take their food provenance very seriously. There is a celebration of food ringing the seasonal changes and a genuine connection of produce to its land. Knowing what to eat, at the right time of year, is ingrained in the cooking culture. "You won't see anyone eating strawberries in winter," Hahnemann says.

So how has modern Scandinavian cuisine evolved? "It does have a simple palate," Hahnemann says, "but this is a positive thing, and food is cooked in a healthier way."

**New direction:** clockwise from left, Denmark's own Della, chef Trina Hahnemann champions locally sourced foods; steamed new potatoes with smoked soft cheese; peppery brined white herring; bay shrimp on caraway-seed bread

Instead of relying on strong spices to enliven food, Nordic cooking will use vinegar and horseradish, with fresh herbs such as thyme and tarragon taking centre stage. Caraway, juniper and mustard are used as often as we would use parsley or pepper.

The texture of the food is now also much more important. The old style of cooking meant - just as in Britain - vegetables being boiled to a mushy consistency, or drowned in heavy, fat-laden sauces. "Vegetables are now cooked al dente or served raw; potatoes are smoked, baked or boiled," Hahnemann says.

"I grew up hating kale because my grandmother loaded it with vinegar and sugar and boiled the taste out of it. Now I have it raw in salads or with pasta, sautéed with garlic and olive oil."

Spices such as cinnamon and cardamom are becoming increasingly popular, while coriander and cumin seeds are used for curing.

Hahnemann's recipes, from her latest book, *The Scandinavian Cookbook* (Quadrille, £14.99), reveal delicious food pairings, such as the baked sea trout from Norway, with crisp new potatoes and rygost, a special smoked Danish cheese.

She serves moose tournedos with a tart cowberry compote to perfectly complement the gamey flavour of the meat. And, of course, there are the obligatory sweet-and-sour pickles served with robust meats or open sandwiches of smoked hams and cheeses: well-balanced meals for palate and waistline.

Indeed, the health benefits of Scandinavian food, with its

emphasis on fresh fish and vegetables are widely recognised. The everyday staple of low-calorie, home-baked spelt, rye and caraway seed breads, are now often found gracing the shelves of fashionable London bakeries. And reindeer, which is similar to venison, and the sweeter and drier elk are both lower in fat than other red meats.

Icelandic chef Agnar Sverrisson, who cooks for Texture, the acclaimed modern European restaurant in London, also champions his country's high-quality fare in an unfussy and healthy way. He uses skyr urd, a type of low-fat Icelandic yogurt, in place of heavy creams or butter, and features Icelandic cod, lamb and barley on his menu.

Michelin-starred Noma in Copenhagen - voted best restaurant in the world by *Restaurant* magazine - is deeply proud of its region's natural produce, too, sourcing Greenland musk ox and horse-mussels from the Faroe Islands, among other Nordic delights.

But fundamentally, it is not just the health benefits, or the seasonality of Scandinavian food, that are to be admired, but the manner in which the food is savoured. "Home cooking is part of our daily life and culture," Hahnemann says.

"Most working families are positively encouraged by the government to leave work early and therefore can take time to cook and have dinner together - they don't sit in front of the television every night and eat."

Delicious, fresh and seasonal produce; food that is tied to the land and which brings families together - there is much to be sampled and celebrated in Scandinavian cuisine.



“Families are encouraged to leave work early to take time to cook and eat dinner together”

Advertisement feature

# THE SCANDINAVIA SHOW 2010



Your guide to Design, Travel, Food & Fashion at The Scandinavia Show 2010

9-10 October 2010  
Olympia Conference Centre,  
Hammersmith Road, London



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## Contents



**Fashion**  
See new collections by Day Birger et Mikkelsen, Pandora Jewellery etc. in an exclusive fashion show.



**Food**  
Experience the best in Nordic food, including the region's famous cheese and vodka.



**Design**  
Get acquainted with the best Nordic design brands out there, including Vitler and Bang & Olufsen.



**Travel**  
Scandinavia makes a great holiday destination. Visit Sweden, Denmark, Finland, Norway or Iceland.

Programme | Floor Plan | Exhibitors

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## Welcome to The Scandinavia Show 2010

The Olympia Conference Centre in Kensington, London, will be bustling with excitement on 9-10 October, as Scandie lovers take over its corridors and exhibition halls. Scan Magazine is the proud organizer of this event, which will be a unique showcase for Nordic expertise in the fields of fashion, food, design and travel.

There are numerous brands that are already flying the flag for Scandinavian workmanship, ingenuity and innovation around the world, but this show will give another healthy boost and a lot of media exposure for a whole new batch of exquisite exports, with some internationally renowned names sprinkled between them. You just cannot miss out on this opportunity to experience

the best of the best that Denmark, Sweden, Norway, Finland and Iceland have to offer.

Visitors will have the opportunity to taste Scandinavian food and see Nordic design classics as well as find inspiration for Scandinavian travel. You will also get the unique chance to discuss all these different products and experiences with the brand representatives themselves. The show is the first of its kind to be held in London and will definitely get people talking about all things Scandinavian.

The show will include something for all visitors to enjoy (no matter the age or cultural preference) with its superb programme of entertainment, including an exclusive live

fashion show; food and drink presentations; an appearance by Swedish bestselling author Liza Marklund; live music on both days as well as children's movies and a Viking experience for the little ones.

The Scandinavia Show will be the UK's single most important showcase for Nordic tourism, food, fashion and design this year, and it should not be missed by anyone with a keen interest in or personal connection to Brand Scandinavia.

We would like to take this opportunity to thank our sponsors for their support.

Enjoy the show!  
The Scandinavia Show Team

\*Half price ticket offer at £8 per ticket available online at [www.scandinaviashow.co.uk](http://www.scandinaviashow.co.uk). Price at door without any discounts £16.

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# Scandinavia shows some forward fashion thinking



Scandinavians have been recognized as frontrunners in the field of interior design for years, but in the fashion world they have been taking baby steps until quite recently, when things really started happening. The world finally took notice of the talent that had been brewing in the North for a long time.

On the first day of The Scandinavia Show, an exclusive live fashion show finally introduces the best of Scandinavian fashion to the UK audience.

Scandinavian fashion boutique Wild Swans will be hosting the fashion show, and you could not find a more suitable candidate for the job. The first Wild Swans shop opened in 2006 and its ongoing success indicates a distinctly growing demand for Scandinavian designer brands in the UK. The Danish owner of the boutique, Caroline van Luthje, tells us more about what to look forward to in the upcoming show: "The show will include se-

lected brands from the Wild Swans shops, showcasing their AW10 collections. We are hosting a high impact show that brings the best of Scandinavian fashion to the UK. We have 6 designers taking part with 12-15 looks, with everything from casual day wear to evening and couture."

The show will also be sponsored by Danish jewellery brand PANDORA, which has already gained a strong international reputation. Maria Høgaard, UK Retail Marketing Manager for PANDORA, talks about their contribution to the show: "The models will be wearing PANDORA jewellery including the latest 2010

fall collection. This will be the first time that PANDORA's exciting new designs have been exhibited in the UK, including the introduction of watches and exclusive Rose Gold LovePods. We will also be holding regular competitions, which give the attendees a chance to win a stunning piece of our jewellery." So you had better make your way to the Olympia Conference Centre on 9 October to discover your perfect autumn/winter look for this year.

Only 500 fashion show tickets will be given out exclusively to the first people to come through the doors on Saturday 9 October at The Scandinavia Show. [www.wild-swans.com](http://www.wild-swans.com)



## Scandinavian Design

-timeless elegance & sleek beauty

All your Nordic design needs are covered at The Scandinavia Show, with exhibitors delighting you with interior design classics as well as contemporary creations that represent the innovative spirit and unique character of the Scandinavians.

The Scandinavia Show creates an excellent opportunity for design lovers to get acquainted with the Nordic way of life and all the amazing brands Norway, Finland, Sweden, Denmark and Iceland have to offer. Scandinavian designers have always been inspired by everyday life and the shapes and patterns found in Nordic nature. Accordingly, the mix between minimalism, functionality, stream-lined contours, quality materials and quirky details is what truly sets Scandinavian design apart from the rest. There is beauty in simplicity, and the Scandies have known this for a long time.

### Stylishly Scandinavian Brands

The exhibitors include designers, retail outlets and online stores that offer furniture and home accessories [BoConcept, Getama, Danish Home-store, Skandium, Scandi Living, The Swedish Chair, Northlight Design, Flor Unikon & Nordic Design Forum], as well as kitchen solutions [Sola Swedish Kitchens], audio-visual solutions [Bang & Olufsen], jewellery [Gråsilver] and other fa-

mous staples of Scandinavian design [Volvo]. It is an impressive blend of classic styles and modern influences, which might inspire you to take some of these Scandinavian design ideas back home. Zoe Shields, Retail Account Manager of BoConcept, explains what we can expect from their part of the show: "We will be exhibiting our new collection to be launched in September 2010, as well as showing some of our classic design icons such as the Imola chair. On top of this we will have a selection of our stylish accessories, which we will be selling at special show prices."

So you could be going home with a bag full of fantastic little finds and your head full of exciting ideas, as well as a feeling of true customer satisfaction. "I really look forward to selling directly to the public and showing them our lovely products, as we usually only sell online and do not get that customer contact," says Linda Swarbrick, Founder of Scandi Living.



experiences or simply drive and appreciate the outdoor life."

Riitta Balza, Senior Consultant for Finpro, talks about their expectations for the show: "We want to attract consumers to discover the diversity and beauty of the country. Finland is closer than it seems - only 2 hours 30 minutes away from the UK, with a good cost-to-quality ratio. It is a safe, family-friendly country without any maddening crowds, just plenty of pure, clean air and nature."

Henrik Kahn, Director of Visit Denmark, also sings the praises of Scandinavian versatility: "We are really looking forward to presenting what Denmark has to offer as a great holiday destination for all age groups. City break holidays to Copenhagen with its abundance of historic sites and trendy shops and bars are growing in popularity by the year."

The show is eagerly awaited, not only by its visitors, but also by the exhibitors, who really want to encourage everyone to experience Scandinavia as never before. "I am really excited about the Scandinavia Show. It is the first consumer show in London that is 100% dedicated to all things Scandinavian, and it will be really interesting to speak to the visitors who drop by our stand to find out what motivates them to travel to Norway!" says Catherine Foster, Country Manager for Innovation Norway.

## Experience the many faces of Scandinavia

From the *aurora borealis* to a thousand lakes, Scandinavia is known for its magnificent natural phenomena and landscapes. These are things that everyone should certainly have a chance to experience, but Scandinavia is far more multifaceted than one might imagine at first. There are beautiful seaside towns with sandy beaches, cities made for shopping, cultural capitals, gorgeous glaciers, historical sites - the list just goes on and on.

Scandinavia is one of the most beautiful places to travel to in both winter and summer, as the different seasons bring out completely new and astounding features in each distinct area. Gabriel Dorch, Meetings & Incentives Manager for Visit Sweden, wants to emphasise how diverse Sweden can be as a holiday destination: "Stockholm is

a major international city with great shopping, quality eateries in abundance, fabulous standard hotels, an internationally renowned club and music scene and a vibrant cultural life. In West Sweden and Gothenburg, you can stay in a lighthouse, enjoy a lobster safari, explore the archipelago for sea kayaking, sample inspiring culinary

Advertisement feature



## Nordic food & drink inspired by nature

Please listen to the grumbling in your tummy, and make your way to the food stands at The Scandinavia Show for a taste and a tippie of the best Scandinavian produce and brands out there. You will not be disappointed by the wide range of exhibitors, as there will be something for everyone, from Norwegian waffles for those with a real sweet tooth to Finnish vodka for the thirsty liquor connoisseur.

Scandinavian food and drink is well-known for being fresh and fragrant, with a lot of natural ingredients and flavours. The influences are often drawn straight from nature, and the flavours also represent this ideal. Michael Boaler, Brand Manager for Finlandia Vodka, wants to promote this same concept: "Finlandia represents all that is pure about Finland - from our locally sourced ingredients to the nature from which we are born."

Another very Scandinavian trait is the importance of healthy ingredients, which is very much interlinked with the natural origin of the produce. "With Scandinavian cuisine and the Nordic diet at the forefront of the British consumer's mind, we look forward to seeing a range of visitors at the event, enthused by the exciting and healthy lifestyle of all our Northern European neighbours," says Matt Levett, Marketing Executive of Norse-

land. "We will also have the chance to let visitors try our range of fantastic cheeses and get feedback."

### Promoting Brand Scandinavia

The specific foods and brands that Scandies really love are an integral part of Scandinavian identity and culture. There are some 'Marmites' among them, of course, such as salmiakki [salty liquorice] which is one of those 'love it or hate it' products. But most of the food is very accessible to everyone. Lynne Dickens, Marketing Consultant for Danish Food Direct, talks about the impact of their part of the exhibition: "We are bringing in some fantastic new products to launch at the show, many of which are extremely nutritious and equally delicious. Hopefully there will be plenty of visitors who have never tried it before and will become converts from that moment on, as well as Scandinavians who will be delighted to find so many home comforts available here in the UK."

## Highlights from the Programme

The show's superb programme of comprehensive entertainment promises to cater to all tastes and preferences, as well as all ages. The entertainment programme includes, amongst other things, an exclusive live fashion show; food, drink and travel presentations; a historical tour of Scandinavia with Antique Roadshow's Lars Tharp; an appearance by Swedish bestselling crime author Liza Marklund; live music on both days, as well as children's movies, theatre and a Viking experience.



**Bestselling author Liza Marklund**  
Liza Marklund, Scandinavia's most successful female crime writer. Her crime novels featuring the gutsy reporter Annika Bengtzon instantly became an international hit, and Marklund's books have sold over 11 million copies in 30 languages to date.

### Copenhagen Jazz Festival Presents: Blue Lotus

Experience a live jazz performance by Mikkel Nordso, Tine Rehling and Ole Theill. An unusual trio, in an exciting combination of sounds from tablas, harp and acoustic guitar, inspired by their respective experiences with the music of South America, India and Scandinavia.

### Why Dalarna?

The region of Dalarna in Sweden is often described as "Sweden in miniature because of the array of different sights and landscapes it features, including mountains, forests, lakes, hills and plains, towns, cities and wild open country." Marion Fre-

itag and David Cluer, immigrants from Germany and Great Britain, will talk about their own perception of starting up a new life in Dalarna.

### Visit Sweden - your top Scandinavian destination

Representatives from the most popular areas in Sweden will take you on a journey to clean, green, compact cities built on water, with delicious food as well as traditional and contemporary culture and crafts. Sweden offers regions that are close to the countryside, tranquil and meadowy, dotted with manor houses, or mountainous and dramatic, with roaring rivers and glass-like lakes.



### Lars Tharp - Journeys in Time and Design

Lars Tharp takes us on his personal tour of Scandinavia. We also touch upon the first foreign outing of the BBC Antiques Roadshow. Sponsored by Fred. Olsen Cruise Lines

### Trina Hahnemann

After releasing her second cookbook in English, *The Nordic Diet*, Trina Hahnemann is to visit The Scandinavia Show with a cooking demonstration, book signing and interesting discussions on food.



### Nordic know-how with Clas Ohlson and Craig Phillips

Clas Ohlson, the Swedish modern hardware retailer, is excited to be working with Big Brother One winner, handyman Craig Phillips. Craig will be appearing throughout the day on Sunday doing DIY demonstrations.

### The programme also includes:

- Large Fashion Show
- Beer Tasting
- Live Viking Battle and Storytelling
- Entertainment by the Clown
- Childrens Cinema and Theatre.

For the full programme, visit [www.scandinaviashow.co.uk](http://www.scandinaviashow.co.uk)

## Move to Dalarna

We invite you to take the bold step of starting a new life in the region of Dalarna, Sweden. Many people from all over the world have found it to be the ideal place to live. That is because Dalarna offers a combination of space for minds, creativity, excellent career prospects and the kind of life many people are longing for.



Visit us in stand 55 at the Scandinavia Show  
9-10 October at the Olympia Conference Center, London.

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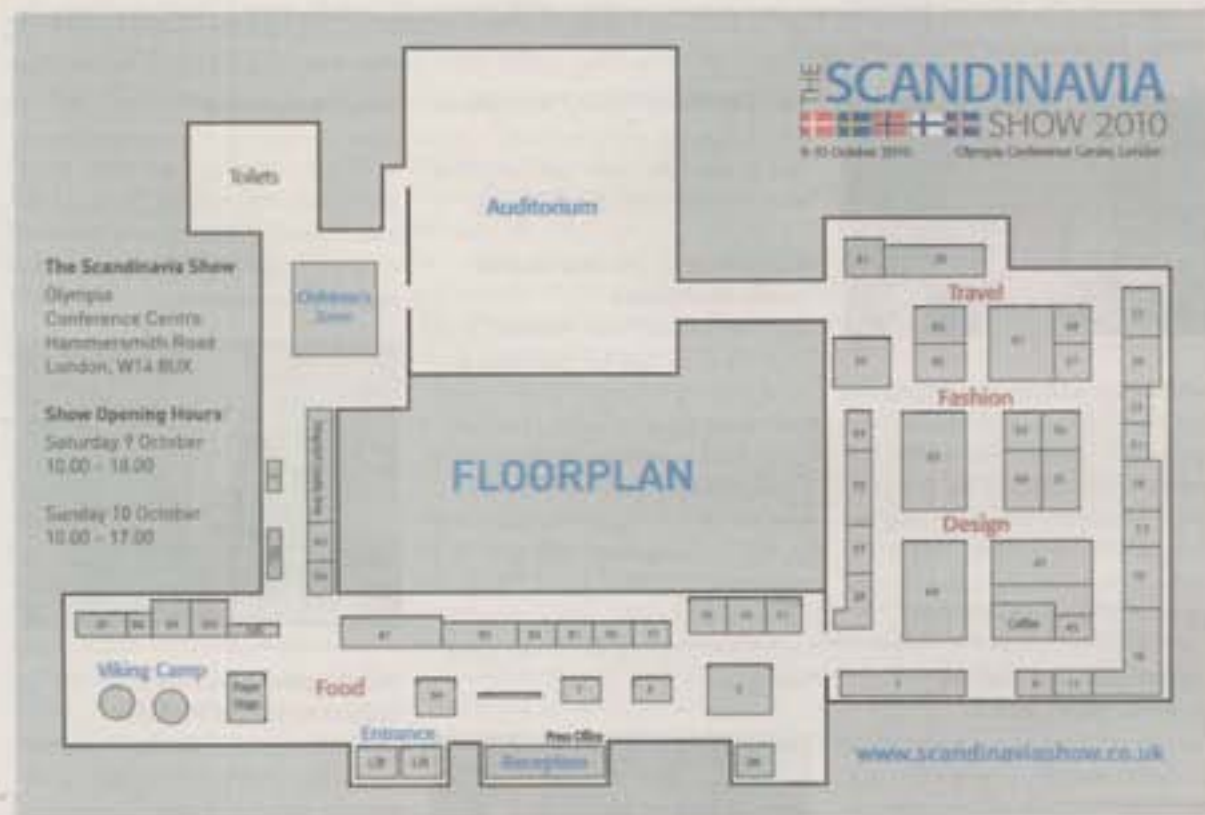
### Test drive the new Volvo S60

With Volvo dealerships in West and Central London, and a selection of Volvos outside the show on Olympia Way, Volvo Cars London will be on hand to run test drives from the event. Please enquire at the Volvo stand for more details. (Stand 5)

Advertisement feature

# Exhibitors at The Scandinavia Show

There's everything Scandinavian right here at Olympia. Exhibitors and stands at The Scandinavia Show are conveniently grouped together – so it is easy to find the latest fashion and design, or get ideas for 2011 holidays, and much more. And your taste buds are, of course, well catered for.



**Bang & Olufsen** Stand 45  
Bang & Olufsen the famous Danish manufacturers pioneering audio-visual solutions for many years. With a network of 90 UK retailers who are able to satisfy every requirement from the supply and installation of stand-alone equipment to fully integrated solutions that enhance any home. A full list of Bang & Olufsen retailers can be found at: [www.bang-olufsen.com/beostores](http://www.bang-olufsen.com/beostores)

**Bellissima B Jewellery** Stand 34  
Bellissima B has a wide range of precious, semi precious and pearl jewellery including South Sea pearls and Black Tahitian pearls. The collection is made up of necklaces, earrings, rings, bracelets, pendants and 14-18 carat gold jewellery. We also have pashminas from Kashmir to suite everyone's taste. [www.bellissimab.com](http://www.bellissimab.com)

**Best Served Scandinavia** Stand 27  
Best Served Scandinavia offers luxury tailor-made holidays to Scandinavia. Whether you want a Northern Lights adventure, stay in an ice hotel, plan a tailor-made fly-drive holiday or arrange a romantic wedding or honeymoon, the unrivalled knowledge of our tailor-made travel experts will guide and inspire you. [www.best-served.co.uk](http://www.best-served.co.uk)

**BoConcept** Stand 15  
BoConcept is the brand name of Denmark's most global retail furniture chain with more than 240 BoConcept Brand stores and 100 studios in 50 countries. BoConcept offer customised, coordinated and affordable design furniture and accessories. [www.boconcept.co.uk](http://www.boconcept.co.uk)

**Cias Ohlson** Stand 1  
Cias Ohlson launched in the UK in November 2008 and now have seven UK stores in Croydon, Manchester, Reading, Kingston, Watford, Liverpool and Leeds. They offer a unique combination of over 10,000 products across home, hardware, multimedia, electrical and leisure ranges, at affordable prices. As well as offering a great range of products at excellent value, what really sets Cias Ohlson apart is their dedication to great service. All store staff undergo rigorous

training in Sweden and have outstanding product knowledge - sometimes they'll even know what you need before you know you need it! [www.ciasohlson.co.uk](http://www.ciasohlson.co.uk)

**Danish Food Direct** Stand 91  
At Danish Food Direct, we've been helping expats and Danish food lovers all over the UK to get their weekly fix of nutritious and delicious Danish food and drink for some time now. That's individuals, other delicatessans, bars and restaurants. And we can do the same for you. Think of us as your local Danish deli. [www.danishfooddirect.co.uk](http://www.danishfooddirect.co.uk)

**95% Danish** Stand 85  
95% Danish will be selling items from traditional Danish brands such as Holmegaard, Kahler, Hoptimist, modern brands including Born in Sweden, Fern Living, Anne Black, Scanwood plus offering the opportunity to taste and buy some unique Danish Beers from family run micro breweries, in fact there will be something for everyone! [www.95percentdanish.co.uk](http://www.95percentdanish.co.uk)

**Danish Homestore** Stand 7  
Danish homestore - devoted to the best of Danish furniture classics. Founded in 1981, the Danish homestore is a well-established store devoted entirely to Danish furniture classics from Danish makers and designers. Every month a new shipment is unpacked and items cleverly displayed to give you an amazing experience and making regular visits a must. [www.danish-homestore.com](http://www.danish-homestore.com)

**Danish-UK Chamber of Commerce** Stand 92  
The Chamber facilitates the improvement of trade for Anglo-Danish businesses in the UK. Supported by key Anglo-Danish enterprises, we focus on helping small to medium sized businesses through sector-focused events, career days and business networking opportunities. We also link our members to other relevant UK and Nordic organisations. [www.ducc.co.uk](http://www.ducc.co.uk)

**VisitDenmark** Stand 61  
Endless sandy beaches, historic cities, world class food, short distances and

great experiences. If you're looking for a stress free, family fun holiday or a perfect weekend getaway, then visit our stand for ideas and inspiration. Meet DFDS Seaways, VisitAalborg, VisitNorthJutland, Copenhagen Jazz Festival, Phaidon Press and Easyjet. DFDS Seaways operate the only ferry service between the UK and Scandinavia. For a different short break destination try Aalborg - a friendly city with attractions and activities for all. It's also gateway to the fabulous nature of North Jutland. The annual Copenhagen Jazz Festival is a major attraction for visitors from far and wide. Phaidon Press are the publishers of the new book NOMA, Time and Place in Nordic Cuisine. [www.visitdenmark.com](http://www.visitdenmark.com)

**Discover the World** Stand 65  
Discover the World is one of the UK's leading specialist tour operators and the world's largest to Iceland and the ICE-HOTEL in Swedish Lapland. For 25 years they have been providing inspiring itineraries to select destinations around the world including Scandinavia, Iceland and Greenland. From tailor-made independent holidays to leisurely self-drive touring and short winter breaks there is something to suit every taste and budget. [www.discover-the-world.co.uk](http://www.discover-the-world.co.uk)

**Dröm UK** Stand 51  
WELCOME TO A WORLD OF WELLBEING: Dröm UK are suppliers of the finest quality saunas, steam rooms, steam showers and spas. We offer a complete range of bespoke and prefabricated rooms in all shapes and sizes - from compact home bathroom models to large, exclusive facilities for mansions, hotels and health spas. [www.dromuk.com](http://www.dromuk.com)

**Ekornes** Stand 69  
Stressless® by Ekornes was introduced in 1971, as the first recliner designed to meet your body's need for movement and support. Offering patented features, from the glide system that follows your slightest movement, to the Plus™ system for correct neck and lumbar support. The range also includes sofas and occasional tables. [www.ekornes.co.uk](http://www.ekornes.co.uk)

**Visit Finland** Stand 25  
Finland offers cutting edge design, waterways and woodlands. The contrast of slick modern cities and remote wilderness twinned with the creative nature of the Finns makes it a breath of fresh air for the independent minded traveller. Choose the city of Tampere in the lake region with its urban charm and appeal of unspoiled nature and great lakeside views as well as fabulous shopping, restaurants, nightlife and authentic Xmas Market. Want to visit Lapland and Kuusamo for Santa or skiing and winter adventures, then BLUE1 will take you there with great connections from UK via Helsinki. [www.visitfinland.com/uk](http://www.visitfinland.com/uk)

**Finnish Church London** Stand 99  
The Finnish Seamen's Mission was established in 1875. Today our church is a Christian, cultural and social meeting place for all Finns who live either permanently or temporarily in Great Britain or in Ireland. The Church is willing to help all Finns in trouble, but you can also come to Church even when you just miss Finnish black rye bread, sal ammoniac sweets or the traditional Finnish sauna. [www.finnishchurch.org.uk](http://www.finnishchurch.org.uk)

**Finlandia Vodka** Stand 71  
It's Finland's untouched land that makes Finlandia Vodka so pure. Derived from nature, Finlandia symbolises purity, harmony and respect, capturing the essence of Finnish culture. Finlandia uses two key ingredients; Glacial spring water which is so pure it need not be filtered and six row barley which has minimal fusel oils giving a less grainy tasting vodka than wheat. These ingredients and our state of the art distillery deliver an unsurpassed clean, crisp taste - as we believe vodka should be. [www.finlandia.com](http://www.finlandia.com)

**Flor Unikon** Stand 81  
Flor Unikon Flower Workshop is a unique Scandinavian style Florist shop managed by Finnish Florists in London and Helsinki. We offer both private and corporate services, whether this is decorating your home or producing glamorous bouquets for your clients, friends and family. [www.flor-unikon.com](http://www.flor-unikon.com)

**GETAMA DANMARK A/S** Stand 13  
GETAMA A/S is Denmark's oldest company to produce furniture designed by Hans J. Wegner. The Getama logo is your guarantee that each individual piece is produced under strict quality control using only the best materials according to Wegner's original design and bears his signature. Getama furniture meets all UK safety standards for fire retardancy. [www.getama.dk](http://www.getama.dk)

**Gråsilver** Stand 11  
Gråsilver has a vocational passion for Scandinavian design creating a unique and distinctive jewellery collection. The collection consists of rare and one-off carefully selected vintage pieces in sterling silver and semi precious stones designed by celebrated Scandinavian designers such as Georg Jensen, Torun, Bulow-Hube, Nanna Ditzel, Hans Hansen, Bjorn Wekstron and Henning Koppel. Specialising in 20th century design Gråsilver have created a collection of exquisite pieces that are contemporary, iconic and timeless. [www.grasilver.com](http://www.grasilver.com)

**Guild Travel** Stand 23  
LET US INTRODUCE FINLAND TO YOU! Take a husky ride in Lapland? Have a real white wedding under the northern lights? See brown bears in their natural surroundings? City break in Helsinki, the capital of cool? Guild Travel Ltd is the leading Finland specialist in the UK. [www.guildtravel.com](http://www.guildtravel.com)

**Visit Iceland** Stand 63  
Iceland will inspire you. Be captivated by Iceland's creative energy: cool Icelandic design, contemporary culture, vibrant arts, fashion and music scene, and experience the buzzing nightlife of the dy-

namic capital, Reykjavik. Discover a unique natural playground and experience Nature as you've never seen it before: abundant wildlife, pure clean air, vast unspoiled open spaces and unparalleled geographical wonders waterfalls, boiling mud pools, majestic glaciers and, of course, active volcanoes! [www.visiticeland.com](http://www.visiticeland.com)

**Kozi Kids** Stand 97  
KoziKidz is a range of Swedish designed, fashionable and functional outdoor clothing for kids. From 100% water and wind-proof rainwear to soft & cosy fleeces for snuggling up in on breezy days or after a day out facing the elements, KoziKidz allows children to enjoy playing outside whatever the weather. [www.kozikidz.co.uk](http://www.kozikidz.co.uk)

**Liquid Graphic Board Games** Stand 102  
Danish designed board games. You will have a unique opportunity to be the first to see and buy the brand new children's board game 'Shhh or Tell it.' This game is not yet on sale in any shop. [www.liquid-graphic.com](http://www.liquid-graphic.com)

**Madsen Restaurant** Stand 77  
The leading Scandinavian restaurant in London. For lunch Madsen offers delicious open sandwiches, herring platters and warm dishes. The seasonal dinner menu features traditional and modern Nordic dishes with an emphasis on the Danish and Swedish cuisine. Madsen prides itself on its Scandinavian design heritage with Ph lamps and pale wooden floors. [www.madsenrestaurant.com](http://www.madsenrestaurant.com)

**Made by Scandinavians** Stand 17  
A Swedish initiative with the purpose to present interesting Scandinavian fashion design to the international market. London Fashion Week has been their main venue the last years but now they are reaching new markets and collaborations. All with the target to show innovative and sustainable Scandinavian high fashion design. [www.madebyscandinavians.com](http://www.madebyscandinavians.com)

**Magnetic North Travel** Stand 21  
Magnetic North offers tours and tailor made holidays to Scandinavia and Northern Europe. We travel to seas, mountains, fjords and forests - where people and nature have a story to tell. We'll help you experience the Northern Lights and midnight sun, and provide inspiration for active adventures and handpicked, quality lodging. [www.magneticnorth.travel](http://www.magneticnorth.travel)

**Move to Dalarna** Stand 55  
The region of Dalarna in Sweden invites you to take the bold step of starting a new life here. Many people from all over the world have found it to be the ideal place to live. That is because Dalarna offers a combination of space for minds, creativity, excellent career prospects and the kind of life many people are longing for. [www.dalarna.se](http://www.dalarna.se)

**Nils Oscar** Stand 93  
Nils Oscar is the premier Craft-Brewery in Sweden. Winning over 50 awards all over the world, God Lager, the flagship brand is now available in the UK via premium outlets like Waitrose. Described by Adrian Tierney-Jones (Daily Telegraph) as "a sexy Marilyn Monroe of a lagered beer, a beer that aways onto the palate expressing big bold flavour colours as well as soft and seductive notes." [www.nils-oscar.co.uk](http://www.nils-oscar.co.uk)

**Nordic Elements** Stand 39  
Nordic Elements offer a great choice of home accessories and children's products for the design conscious family. The collection is sourced in Scandinavia from a unique selection of companies with focus on design, quality and practicality. The products are timeless and will fit into most lives and homes of the 21st century family. [www.nordicelements.com](http://www.nordicelements.com)

Advertisement feature

**Nordic Design Forum** Stand 9  
Nordic Design Forum is dedicated to showcasing a range of new or emerging Nordic designers and producers that are either unknown outside their domestic market or region or have yet to become available in the UK. Its focus is upon high quality home interior items and designer accessories representing all four elements of the Nordic tradition (wood, glass, textiles and ceramics).  
[www.nordicdesignforum.co.uk](http://www.nordicdesignforum.co.uk)

**Visit Norway** Stand 33  
Norway is a great destination all year around - whether you want to see the spectacular Northern Lights, ski down slopes with magnificent fjords and mountains as the perfect backdrop, enjoy the magic midnight sun, or hike in breathtaking scenery. A visit to Norway - only a 2 hour flight away - will leave you spellbound.  
[www.visitnorway.co.uk](http://www.visitnorway.co.uk)

**Den Norske Klub Ltd** Stand 83  
Den Norske Klub has been a social focal point for Norwegians in and around London since 1887. The Klub offers fun and interesting lunches and dinners, informal gatherings, golf events and more throughout the year. We want you as our member.  
[www.dennorskeklub.co.uk](http://www.dennorskeklub.co.uk)

**Norseland Ltd** Stand 101  
Norseland will be bringing our treasured selection of Scandinavia's finest cheeses. Come and try these Nordic delights, from the sweet and nutty flavour of Jarlsberg, to the smooth goat's cheese of Snofrisk and many more. Find out what Scandinavian cheese has to offer with our exquisite range.  
[www.jarlsberg.co.uk](http://www.jarlsberg.co.uk)

**Norwegian Air Shuttle** Stand 57  
Norwegian is Scandinavia's the largest low cost airline with nearly 11 million passengers and record financial results

in 2009. Norwegian currently operates 230 routes to more than 90 destinations and has 64 weekly departures from the UK to Scandinavia from £29 one-way including taxes.  
[www.norwegian.com](http://www.norwegian.com)

**The Norwegian Church In London** Stand 75  
The Norwegian Church today is Church and social centre for all Norwegians in London offering a wide range of activities. Services are at 11 every Sunday, followed by coffee and waffles. The church has a shop selling Norwegian goods.  
[www.sjomannskirken.no/london](http://www.sjomannskirken.no/london)

**The Norwegian School In London** Stand 95  
The Norwegian School in London is an independent English school with a Norwegian approach. The school offers full-time education for children age 3-16 according to the national Norwegian Curriculum. In a friendly and supportive environment our qualified and committed staff offers a good level of education in mixed age groups.  
[www.dnslondon.com](http://www.dnslondon.com)

**Orrefors / Kosta Boda Crystal Lighting** Stand 19  
A fusion of beautifully crafted crystal glass and unique designs, that undeniably, will become the focal point of any room. Around the world Orrefors is associated with unique glass articles, art glass, and custom glass that all add beauty to our everyday life.  
[www.crystallighting.net](http://www.crystallighting.net)

**PANDORA** Stand 67  
PANDORA is a Danish, global jewellery brand renowned for its signature charm bracelets and handcrafted gold and sterling silver charms. PANDORA's collection also includes irresistible stackable rings, interchangeable earrings and the 18ct gold LovePods collection.  
[www.pandora.net/uk](http://www.pandora.net/uk)

**Raindrops** Stand 100  
Raindrops - Children's Outdoor Clothing Specialists from Scandinavia. Passionate about quality functional clothing ideal for the great outdoors. Waterproofs, Skiwear, Wellies & Snowboots, Thermals, Hats, Moccasins and accessories. From ages 6 months to 14 years.  
[www.raindrops.co.uk](http://www.raindrops.co.uk)

**Rekorderlig Cider** Stand 94  
Made from the purest spring water that runs under our fourth generation family brewery in Sweden, Rekorderlig Ciders are so crisp and ultra refreshing they are perfect for (or dreaming of) summer days! For total refreshment serve (on ice) in a Rekorderlig glass and enjoy with some good friends!  
[www.rekorderligcider.com](http://www.rekorderligcider.com)

**Scan Magazine** Stand 35  
Scan Magazine is the UK's only monthly publication showcasing the best of Scandinavia. Visit our stand for our special subscription show offer.  
[www.scanmagazine.co.uk](http://www.scanmagazine.co.uk)

**Scandi Living** Stand 37  
Scandi Living is an online boutique offering high quality, stylish and sought-after Scandinavian home interiors and gifts. We stock brands such as Linum, Orrefors, Himla, Hoganas and FermLiving. We help you create a desired atmosphere and transform a room - with a little bit of a Scandinavian feel to it.  
[www.scandiliving.com](http://www.scandiliving.com)

**Scandinavian Kitchen** Stand 96  
London's biggest Scandinavian delicatessen and cafe, stocking over 500 food products from all over Scandinavia and serving a fully blown smorgasbord of freshly prepared Nordic sandwiches, salads, cakes and drinks. Located in central London it is a popular destination for anyone seeking a little window to Scandinavia or simply has a craving for a tasty hotdog or a hug.  
[www.scandikitchen.co.uk](http://www.scandikitchen.co.uk)

**Skandium** Stand 47  
Skandium presents Scandinavian lifestyle products, well manufactured, to enhance the quality of everyday life. From design classics to contemporary items, furniture, lighting, fabrics, table top, gift items and much much more, you find it at Skandium.  
[www.skandium.com](http://www.skandium.com)

**Specialised Tours - Scandinavia** Stand 53  
Specialised Tours have been Scandinavian specialists for 30 years, offering personal service and knowledgeable advice based on their long experience. Tailor-made holidays are a speciality throughout the year. Their winter programme features Northern Lights Breaks, Ice Hotels and exciting winter activities. For further information call 01342 712785 or visit [www.specialisedtours.com](http://www.specialisedtours.com)

**Sunvil Discovery** Stand 59  
Sunvil Discovery is a fully bonded, independent tour operator specialising in tailor-made holidays which allow you to discover European destinations (Portugal, the Azores, Madeira, Italy, Sicily, Sweden, Norway, the Faroe Islands, Romania & Armenia) and to suit your individual travel requirements.  
[www.sunvil.co.uk](http://www.sunvil.co.uk)

**VisitSweden** Stand 29  
Sweden - clean and green cities with delicious food, traditional and contemporary culture. Close to countryside or mountains with rivers and lakes. Enjoy outstanding outdoor activities. Stay in stylish or back-to-nature hotels. Shop for traditional crafts or cutting-edge design. Friendly, English-speaking people sharing the very special Swedish way of life.  
[www.visitsweden.com](http://www.visitsweden.com)

**The Swedish Chamber of Commerce for the UK** Stand 79  
The Swedish Chamber of Commerce for the UK was founded in 1906 and has

around 400 Member companies, representing not only Swedish companies but also international companies interested in strengthening their existing ties with Sweden and the UK. Today the Swedish Chamber is one of the largest and most active foreign Chambers in the UK.  
[www.scc.org.uk](http://www.scc.org.uk)

**Taber Holidays** Stand 31  
Taber Holidays has been a specialist tour operator to the Scandinavian countries since 1973. We offer a wide selection of year-round tours for the independent traveller including public transport, motoring, rail, specialist cruising, escorted and self-catering. Our tailor-made service is second to none and perfect for those wanting something a little bit different. Call 01274 875199 for your free brochure or visit [www.taberhols.co.uk](http://www.taberhols.co.uk)

**Totally Swedish** Stand 73  
Swedish products of Swedish quality for Swedes and others in London & UK - That is TotallySwedish! Please visit us on 32 Crawford Street in London or [www.totallyswedish.com](http://www.totallyswedish.com)

**Volvo** Stand 5  
Innovative technology, beautiful design, environmental care, quality and driving fun. These five values ensure Volvo continue to build great cars: none more so than the stunning all-new Volvo S60 - a car created to set pulses racing!  
[www.volvocarsonlondon.co.uk](http://www.volvocarsonlondon.co.uk)

**Wild Swans** Stand 49  
Wild Swans is 3 unique fashion boutiques that showcase one of the best selections of Scandinavian fashion in London.  
[www.wild-swans.com](http://www.wild-swans.com)

*Subject to changes and cancellations. Please go to [www.scandinaviashow.co.uk](http://www.scandinaviashow.co.uk) for an updated list of exhibitors.*

# the one stop usefulshöpp



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liverpool manchester leeds cardiff reading norwich  
kingston watford doncaster merry hill croydon

**clas ohlson**  
usefulshöpp



An appealing mix of breathtaking beaches, idyllic countryside, historic towns and a wealth of world-class experiences and attractions await you in Denmark.

Visit the Danish capital Copenhagen - a bustling metropolis, with a wide range of cultural venues and events. The city centre is small and compact and major sights are within walking distance of each other.

For a spectacular countryside visit North Jutland. The northern part of Denmark offers small city charm, long sandy beaches and extraordinary nature making it the Danes' favourite holiday destination.

### Merry Christmas!

From mid November onwards you can enjoy concerts, entertainment and Christmas markets all around Denmark. This is an ideal opportunity to get a traditional Danish Christmas experience and enjoy a short break away in fairytale surroundings.

See us at **STAND 61**  
**'The Scandinavia Show'**  
**Olympia 9-10 October**

Exhibitors & partners include:  
EasyJet • Norwegian • DFDS  
Copenhagen Jazz Festival  
VisitAalborg • VisitNordjylland

# Experience Denmark at the Scandinavia Show

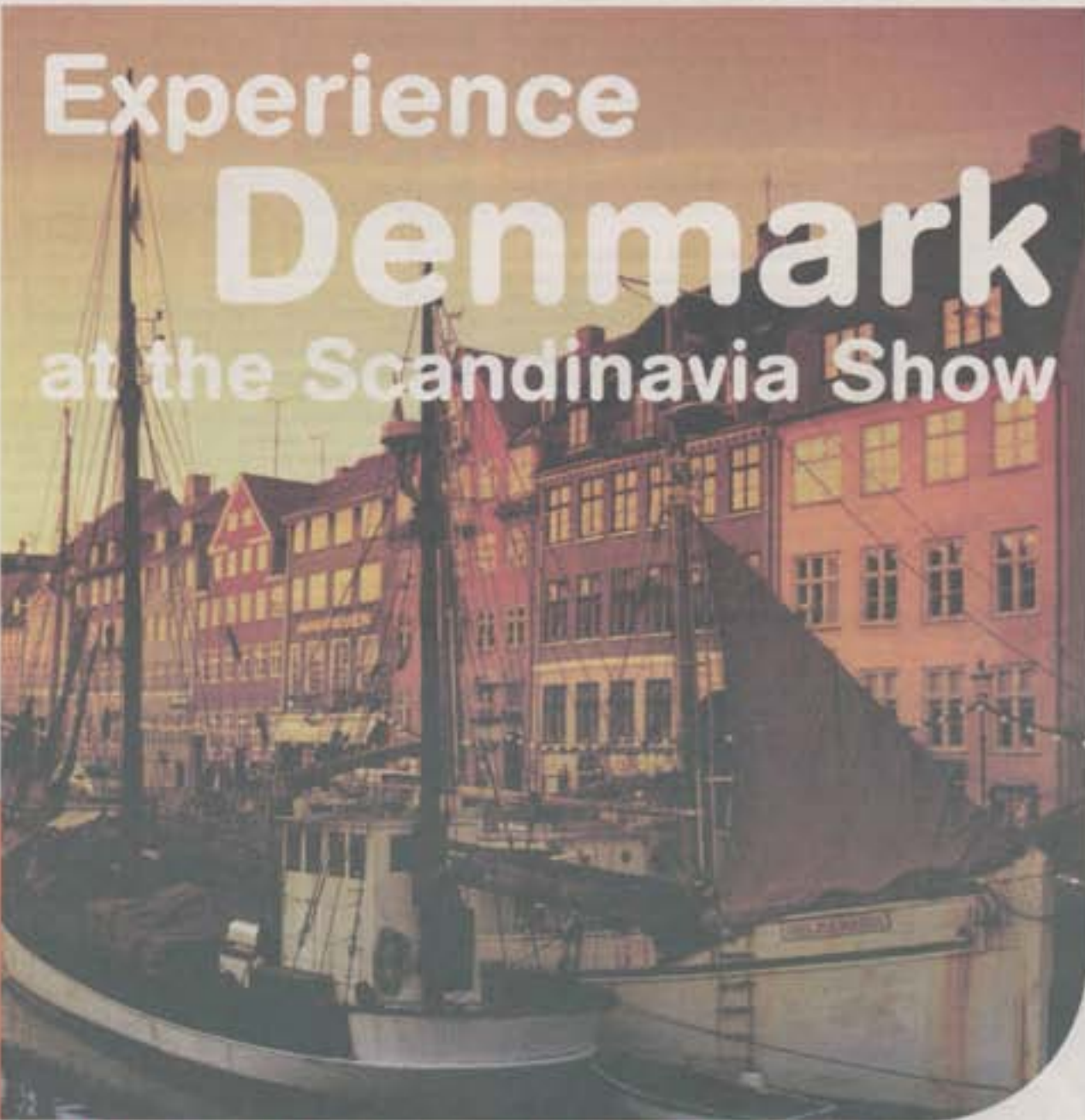


Photo: Culinaire Salsenier

## ◀ WIN a trip to Copenhagen and eat in the world's best restaurant - NOMA!

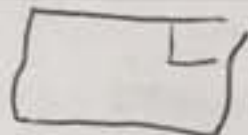
Have you ever dreamt of eating in the world's best restaurant? Here is your chance to win a trip to Copenhagen to do just that. The winner of this trip for two people will fly from London Gatwick to Copenhagen by Norwegian on Friday 10th December and spend two nights in a four-star Choice hotel. On Saturday 11th December a table is reserved at NOMA, voted the world's best restaurant in 2010.

While in Copenhagen, don't miss out on a visit to the fabulous Tivoli Gardens Christmas Market and enjoy true Danish Christmas spirit in enchanting surroundings.

Enter the competition on our website: [visitdenmark.com/scandinaviashow](http://visitdenmark.com/scandinaviashow)

Terms and Conditions apply, see our website.

**norwegian.com**  
Fly smart to Scandinavia



Denmark - Feel Free  
[visitdenmark.com](http://visitdenmark.com)

