



Borgarráð

Reykjavík, 23. september 2024
MSS24090122

Fyrirhuguð ferð borgarstjóra til Seattle

Fyrirhuguð er ferð borgarstjóra ásamt aðstoðarmanni borgarstjóra til Seattle dagana 1.–5. október 2024. Þar munu þau taka þátt í menningarhátíðinni *Taste of Iceland* sem haldin hefur verið með góðum árangri í völdum borgum í Norður Ameríku í meira en tvo áratugi sem hluti af markaðsverkefni *Iceland Naturally*, og síðar *Inspired by Iceland – North America*. Seattle er systurborg Reykjavíkur og tengslin milli borganna sterk. Ferðin er kostuð af Íslandsstofu.

Dagskrá hátíðarinnar er skipulögð í samstarfi við kynningarmiðstöðvar lista og skapandi greina, þar sem teft er fram upprennandi íslensku listafólki á sviði tónlistar, bókmennta, kvikmynda og hönnunar. Dagskráin er miðuð að áhugasömum neytendum en er jafnframt hugsuð til þess að skapa umfjöllun fjölmiðla í Seattle og Bandaríkjunum í þeim tilgangi að auka vitund um Ísland sem áfangastað, en ekki síður sem upprunalands áhugaverðrar menningar og matvæla í hæsta gæðaflokki. Borgarstjóri mun taka þátt í fjölbreyttum viðburðum og mun veita fjölmiðlum á svæðinu viðtöl.

Drög að dagskrá ferðarinnar er hjálögð.

Einar Þorsteinsson
borgarstjóri

Hjálagt:
Drög að dagskrá ferðar til Seattle vegna Taste of Iceland, ódags.

Mayor, Einar Þorsteinsson

**Taste of Iceland
Seattle**

ITINERARY

October 3-5, 2024

Hotel: [Astra Hotel Seattle](#)
Address: [300 Terry Ave N, Seattle, WA 98109](#)

Onsite contacts:

Inspired by Iceland:

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Full schedule

Wed 2 Oct	Thu 3 Oct	Fri 4 Oct	Sat 5 Oct
<p>5-7 PM Media Reception <i>@Palace Kitchen</i></p>	<p>3-5 PM Visit Iceland <i>@Palace Kitchen</i></p> <p>4-6 PM Hæ/Hi <i>@RailSpur Seattle</i></p> <p>5-10 PM Icelandic Menu <i>@Palace Kitchen</i></p> <p>5-7 PM Investor event <i>@Palace Kitchen</i></p> <p>7-10 PM Reykjavik Presents: Iceland Airwaves Off-Venue <i>@KEXP</i></p>	<p>5-10 PM Icelandic Menu <i>@Palace Kitchen</i></p> <p>1-3 PM How Words Shape a City <i>@National Nordic Museum</i></p> <p>2-4 PM Demo and Dine-Cooking Class A Taste of Iceland's Gastronomic Bounty <i>@The Hot Stove Society</i></p> <p>5-7 PM Cocktail Class <i>@Life on Mars</i></p> <p>8-10 PM Icelandic HiFi <i>@Shibuya Records</i></p>	<p>5-10 PM Icelandic Menu <i>@Palace Kitchen</i></p> <p>11 AM - 1 PM Sound Bath <i>@Block 41</i></p> <p>1-2 PM Iceland's Crime Fiction Royalty <i>@National Nordic Museum</i></p> <p>3-4:30 PM Icelandia presents: Northern Lights in Seattle <i>@Block 41</i></p> <p>7:30-10:30 PM Icelandair Presents: Comedy and Concert <i>@Block 41</i></p> <p>3-10:30 PM Style from the Skies: Icelandair x FLÉTTA: Turnaround <i>@Block 41</i></p>

[All events on website](#)

Your schedule

[Logistics] [Events] [Media/TV] [Other items]

1 Oct	Tuesday	On site contact
8:35 PM	<p style="text-align: center;">Arrival at SEA, flight FI 683</p> <p style="text-align: center;"><i>Take a Taxi or Uber from the airport to the hotel. Remember to take a receipt for reimbursement.</i></p> <p style="text-align: center;">- - -</p> <p style="text-align: center;">Check in to Hotel ASTRA Hotel Seattle: 300 Terry Ave North, Seattle, WA. 98109 Website Directions from the airport</p> <p>Booking reference: - <u>Einar Þorsteinsson</u> # 134276 86476542 - <u>Björg Magnúsdóttir</u> # 134277 86476038</p> <p><i>ATTN: You need to provide your own credit card upon arrival for security/mini bar, etc.</i></p>	Mayor Einar Björg Magnúsd.

2 Oct	Wednesday	On site contact
TBC	<p style="text-align: center;">KING5-TV New Day Northwest</p> <p style="text-align: center;">A taped in-studio interview with the Mayor of Reykjavík. The segment will feature the Wheel of Prizes and a toast with Reyka Vodka.</p> <p style="text-align: center;"><i>Arrival time at studio and location TBC by FINN partners PR representative.</i></p>	Mayor Einar IBI: FINN:
9:30 AM	<p style="text-align: center;">TOI - Briefing on Messaging (for all talent and TOI partners) at Astra Hotel, lobby</p>	IBI: Danni, Kristjana, Siggí Talent: Everyone - talent + TOI partners

4 - 7 PM	<p align="center">Media Reception Palace kitchen 2030 5th Ave. Seattle, WA 98121</p> <p>Run of show:</p> <ul style="list-style-type: none"> ➤ 4:00 PM Talent Arrival ➤ 5:00 PM Official Start time ➤ 5:30 PM BI welcomes guests ➤ 5:42 PM The Mayor of Reykjaviks talks about sister cities, introduces the TOI agenda, introduces Chef Ísak ➤ 5:45 PM Chefs speak & food comes out; introduces Michel ➤ 5:47 PM Michael Raucheisen (Icelandair) spins the wheel of prizes ➤ 7:00 PM End 	<p>IBI: Daníel, Siggí, Kristjana Birkir Parker Einar</p> <p>Finn: Robin Laura Liz</p>	<p>Talent: Mayor Einar Hermigervill Michael Lúpína-Band Sunna Margrét Emil Helga DesignMarch</p> <p>Chefs: Ísak Hafliði</p>
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3 Oct	Thursday	On site contact
3-5 PM	<p align="center">Visit Iceland Reception Palace Kitchen 2030 5th Ave. Seattle, WA 98121</p> <p>Run of show:</p> <ul style="list-style-type: none"> ➤ 1:30 PM Setup ➤ 3:00 PM Event starts ➤ 3:15 PM Visit Iceland ➤ 3:20 PM Mayor of Reykjavik ➤ 3:30 PM ICELANDIA ➤ 3:35 PM Blue Lagoon ➤ 3:45 PM Icelandair ➤ 3:50 PM Wheel of prizes ➤ 4:00 PM Food brought out ➤ 4:00 PM Evergreen video ➤ 5:00 PM Event Ends 	<p>IBI Danni, Siggí</p> <p>Talent Mayor Einar</p>
4-6 PM	<p align="center">Hæ/Hi: Vol III Welcome Railspur Gallery 100 S King St, Seattle, WA 98104</p> <p>Run of show:</p> <ul style="list-style-type: none"> ➤ 3:00 PM Talent Arrival / Setup ➤ 4:00 PM Event starts ➤ 4:15 PM Helga Ólafsdóttir, host welcomes guests and introduces the mayor (s) ➤ 4:20 PM Mayor of Reykjavik opens the exhibition (perhaps with the mayor of Seattle) ➤ 4:40 PM Designers Emil Ásgríms and Darin Montgomery speak about the exhibition ➤ 6:00 PM Events ends 	<p>IBI Kristjana</p> <p>Talent Mayor Einar Emil Helga Ólafsd DesignMarch Hermigervill</p>

5-7 PM	<p align="center">Investor event Palace Kitchen 2030 5th Ave, Seattle, WA 98121</p>	<p>IBI Einar, Magnús</p> <p>Mayor Einar</p>
7-11 PM	<p align="center">Iceland Airwaves Off-Venue KEXP's Gathering Space 472 1st Ave N, Seattle WA 98109</p> <p>Run of show:</p> <ul style="list-style-type: none"> ➤ 7:00 PM Doors Open/Check-in ➤ 7:45 PM Spin to Win Wheel (1) ➤ 8:00 PM Set One – lúpína ➤ 8:45 PM Changeover -Spin to Win Wheel (1) ➤ 9:00 PM Set Two – Sunna Margrét ➤ 9:45 PM Changeover Spin to Win Wheel (1) ➤ 10:00 PM Set Three – DJ Hermigervill ➤ 10:30 PM Concert Ends ➤ 11:00 PM Wrap Up 	<p>IBI Danni, Siggí, Kristjana</p> <p>Evolve Pete</p> <p>Talent Hermigervill Lúpína band Sunna Margrét</p>

4 Oct	Friday	On site contact
8:35 PM	Check out from hotel	Mayor Einar Björg Magnúsd.
	<p>Preparation for How Words Shape a City National Nordic Museum 2655 NW Market Street, Seattle, WA 98107</p>	
1-3 PM	<p align="center">How Words Shape a City National Nordic Museum 2655 NW Market Street, Seattle, WA 98107</p> <p>Run of show:</p> <ul style="list-style-type: none"> ➤ To be confirmed by the city of Reykjavík 	<p>IBI Kristjana</p> <p>Evolve Pete</p> <p>Talent Mayor Einar Ragnar Yrsa</p>
6:55 PM	Departure from SEA, flight FI682	Mayor Einar Björg Magnúsd.