

TAKING THE WORLD TO ICELAND AND ICELAND TO THE WORLD

# ERLENDUR

ISSUE 3

MAGAZINE

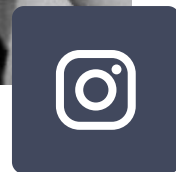




# THE TEAM



Cat Gundry-Beck Director  
of Photography



Dori Levitt Baldvinsson  
Contributing Editor



Bianca Hallveig Sigurdardottir  
Co-Founder Director of Art & Design

## SPECIAL ACKNOWLEDGEMENT

Martin Ferdinand  
Anton Young  
Paula Gould  
George Midley  
Stacey-Ann Nelson

## HOW CAN YOU GET INVOLVED?

You can become a contributor  
You can volunteer  
You can read and share the magazine  
You can share your story  
You can support us  
You can follow us on social media  
You can help us promote love and equality



[www.erlendurmagazine.com](http://www.erlendurmagazine.com)

Email: [erlendurmagazine@gmail.com](mailto:erlendurmagazine@gmail.com)





**Carlotta Tate-Olason**  
**Founder and Editor**



# EDITOR'S NOTE

**Hello,  
Erlendur readers.**

Thank you all for supporting this vision. We officially launched the Magazine in July with Eliza Jean Reid, the First Lady of Iceland as our guest speaker. We are grateful for the support from the Icelandic community regarding this initiative.

In issue 2 Logi Pedro gave us a glimpse of his vision of promoting diversity in music; we would like to continue to support him in this vision and mission. Thus, in this issue, we showcase some of the most diverse, talented musicians from around the world who now call Iceland their home.

We also feature Icelanders who are passionate about seeing more diversity in music in Iceland. Our cover story featuring says it all; music does not discriminate. It sees no colour, race, and has no boundaries; it brings us all together, making us one. I am also pleased to present to you Alex Jallow from Gambia; he opened an African restaurant in Reykjavik- a must go if you want to eat African food. hope you enjoy this issue; I would love for you to connect and support us.

**"I believe that music is a language that has universal connections. I grew up in Jamaica with reggae music, and I see how reggae created communities and unified nations".**

*Carlotta*



# CONTENTS



FIRST LADY ELIZA JEAN REID

First Lady **Eliza Jean Reid** was our special Guest speaker at the Erlendur Magazine launch event in July 2020

6



ALEXANDRA CHERNYSHOVA

**Alexandra Chernyshova** is an Icelandic of Russian-Ukrainian origin, gifted operatic soprano and composer

18



S N N Y

Born in Ivory Coast, raised in Boston, and based in Iceland

25



Erlendur Magazine  
Launch event  
July 2020.

# ERLENDUR MAGAZINE LAUNCH







**First Lady Eliza Jean Reid**





First Lady **Eliza Jean Reid** was our special Guest speaker at the Erlendur Magazine launch event in July 2020.

The Erlendur launch event was hosted by ICE+FRIES BY GLACIERFIRE, the world's most advanced bionic food bar, in Reykjavik.







Cat our Director of  
photography with friends



Dori our newest team member  
with the Rackel Co-owner  
Heimaumönnun, Carlotta and  
our 1st cover star Patience



Catia from  
Merakiceland with  
friends





First Lady Eliza Reid with the Erlendur Magazine team and Logi Pedro.



Erlendur supports and contributor networking



Paula Gould the Launch event moderator with Carlotta and Bianca the Founders of Erlendur Magazine



Iceland has come far in terms of its efforts to create an inclusive society, but there is still much more room for improvement. It's not just accepting people of foreign origin, right? It's acknowledging and celebrating the diversity of Iceland's population and society.





A full-body portrait of a Black man standing against a dark green background. He is wearing a white short-sleeved t-shirt, white pants, and black sunglasses. He has a goatee and is wearing a silver chain with a pendant, a silver watch on his left wrist, and a silver bracelet on his right wrist. His hands are in his pockets.

FULFILLING MY  
**DREAM**  
AND MY FATHER'S  
**VISION**





# AFROBEAT IS TRENDING IN ICELAND

It's 2020, and Afrobeat has the world dancing. Meet Olufela Owolabi; most people know him as T Blow or Dj Skinny T, and he's creating Afrobeats in Iceland. His father named him after the legend Fela Anikulapo Kuti. Fela was Nigeria's best musician of all time, a human rights activist, a multi-instrumentalist, musician, composer and pioneer of the Afrobeat music genre.





# SINGING AFROBEAT MAKES ME FEEL CONNECTED TO MY AFRICAN ROOTS



## **What are you working on now?**

I am currently working on an Afrobeat album project called Love & Heartbreak which is currently trending around Africa and the rest of the world. I am passionate about Afrobeat; I feel connected to my roots when I am singing. I am fulfilling my dream and my father's vision for me; one day I too will become a great musician. I have been trying my best to establish myself here in Iceland as a musician; I have been living here for over 23 years, and I am feeling things are opening much more for me.

## **What do you love most about living in Iceland?**

I find Iceland very peaceful. This is one of the reasons I like living here.

## **What is next for you regarding your music?**

I feel like I have achieved many of my biggest goals so far; for example, a few years ago I had the privilege of performing in front of the great Nelson Mandela. Currently, my son Ezekiel Carl is signed to one of the biggest labels in Iceland. For me, putting out more quality music and expanding my brand is the next thing on my agenda; I am also open to collaborating with other artists.

## **What is the best advice you have been given?**

My mom always says to me “son you have to be patient”. That’s the best advice ever. I have used these words as my guide throughout my life.





# DANCE

AND STOP TAKING SELFIES







# DJ CARLA ROSE



**Originally from London, Rose started her career in her early twenties when she co-owned 'Botchit & Scarper', an independent drum n bass/breakbeat record label where she oversaw PR, A&R, Marketing and Artist Liaison**

After relocating to Iceland in 2005, Rose became more involved in the underground dance scene, becoming a regular DJ at prominent venues in Reykjavík. In 2014 she joined the Secret Solstice team, one of Iceland's biggest music festivals, and performed on the Askur stage. Carla Rose also played at ADE Festival 2018 and last September 2019, she played in the United States at the prestigious Flash club in Washington DC.

Known for her infectious energy, dedication to the industry and her constant support for fellow artists and DJs, Rose is the London raised, Iceland-adopted DJ of Jamaican ancestry who is making her mark with her experimental approach to music and her cultivated style, connecting music lovers from different genres.



Being a female DJ has it's down-points as the music industry is dominated by men.

**You are a well-known female DJ in Iceland; was the journey easy?**

I have to say not really. Being a female DJ has it's down-pointing as the music industry is dominated by men. However, saying that, I have had the support from some fellow DJ's who are men and have pushed me to produce music.

**Do you feel you have equal opportunities here in Iceland?**

When it comes to producing music, yes, definitely! Bookings as a female DJ-not as much. There are so many female DJs here in Iceland who are badass on the decks and should be booked more frequently. JUST SAYING!





**What would you be doing full time if it was not for your music career?**

Even though currently my full-time job is working/caring for young adults with autism, I cannot see myself doing anything else other than working within the music industry. My twin brother is an actor/singer/writer, my younger brother is a rapper, my niece is a singer-songwriter. I stem from past generations of musicians. It's in my DNA.

**What are your plans for the future as an artist?**

To expand my DJ career with bookings abroad and producing music.

**MUSIC  
IS IN MY  
DNA**

**What advice would you give to young people who come to your gigs?**

DANCE!! STOP TAKING SELFIES!!  
Haha! Seriously, dance, feel the vibes of the music I'm playing and enjoy yourself!

You have been in Iceland for a while now; what do you love most about this island?

Knowing that my beautiful and amazing daughter, who is 12 years old, can live in a safe environment, surrounded by the most beautiful nature to discover (whatever the weather), and is born into a remarkable culture she can be proud of.







ALEXANDRA  
CHERNYSHOVA





# ALEXANDRA CHERNYSHOVA

## OPERA SOPRANO

### SINGER COMPOSER EDUCATOR

Words by Carlotta

After listening to Alexandra Chernyshova's music, I wanted to know more about this wonderful Soprano, so I met her for Sunday brunch. As soon as we started talking, I knew she was special; we instantly connected and now have started a unique journey of friendship. I hope you enjoy her story.

#### What got you into classical music?

As far back as I can remember, I was always singing, from the age of 3. When my mother was pregnant with me, she said to me, she heard music all the time and even went to take private piano lessons, music was in her mind and everywhere, while she was pregnant with me. As you see my mom's love for the piano had a wonderful impact on my life. She brought me into music school at five years old. I studied piano for almost eight years and happily graduated, winning several national piano and singing competitions.

I come from an artistic family – my great grandmother was a dramatic theatre actress and singer, my great grandfather was an opera singer and sung in the Bolshoi Opera, my grandfather was film and play director and his father was a theatre manager and director. My father is a professional poet and in his young years played the guitar. My mother is a professor in pedagogy and writer. I have definitely theatre DNA in my blood!





## What brought you to Iceland?

The love of my life; my wonderful husband Jón Hilmarsson brought me to Iceland.



## What is your favourite song to perform?

Today, my favourites are arias from La Traviata by Giuseppe Verdi, The Queen of the Night by Mozart, Swan Princess by Rimskiy-Korsakov and Ave Maria from my first composed opera The Poet and the Bishop's daughter.

## What is the best advice you've been given?

Well, there were few: first, to go study classical voice, second, learn English, third, drink a glass of tap water at the beginning of the day and fourth, breathe deep.

## Which famous musicians do you admire?

They are so many; my favorite Icelandic artists are Kristinn Sigmundsson basso and Jónas Ingimundarsson pianist. I adore Dmitry Hvorostovsky baritone, Anna Netrebko soprano, André Rieu violinist, Joan Sutherland soprano and Luciano Pavarotti, tenor. My favorite composers Sergei Rachmaninov, Nikolai Rimskiy-Korsakov and Edvard Grieg.

## What's your creative process like?

It is exciting, I love my creative process! It is usually very different; from peaceful to balanced, to stressful, and to beautiful.



# Hope & Positivity through the beauty of classical music

**What projects are you currently working on?**

I was just finishing my new music video on the aria Swan Princess and I look forward to hearing from my followers how they like it. In the near future is concert Russian Souvenir: Sigvaldi Kaldalóns in Moscow, Opera for the kindergarten in the Children Art Festival in Akureyri, and I am composing a new opera about a very special Icelandic woman.







# MIKAEL LIND

GIVES SHAPE TO SPACE





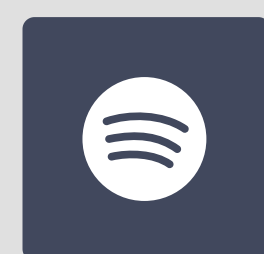
## MEET MIKAEL LIND, SWEDISH ELECTRONIC COMPOSER AND TEACHER

I've released albums on labels such as Morr, Time Released Sound, Archives, Polar Seas, and now Whitelabrecs for the new album. I teach music at the College of Music in Reykjavík, and in Iceland University of the Arts.

I think the most interesting approach is trying to mix acoustic instruments with electronic ones; I'm also working with writing music in programs dedicated for electronic music that I transcribe for acoustic instruments.

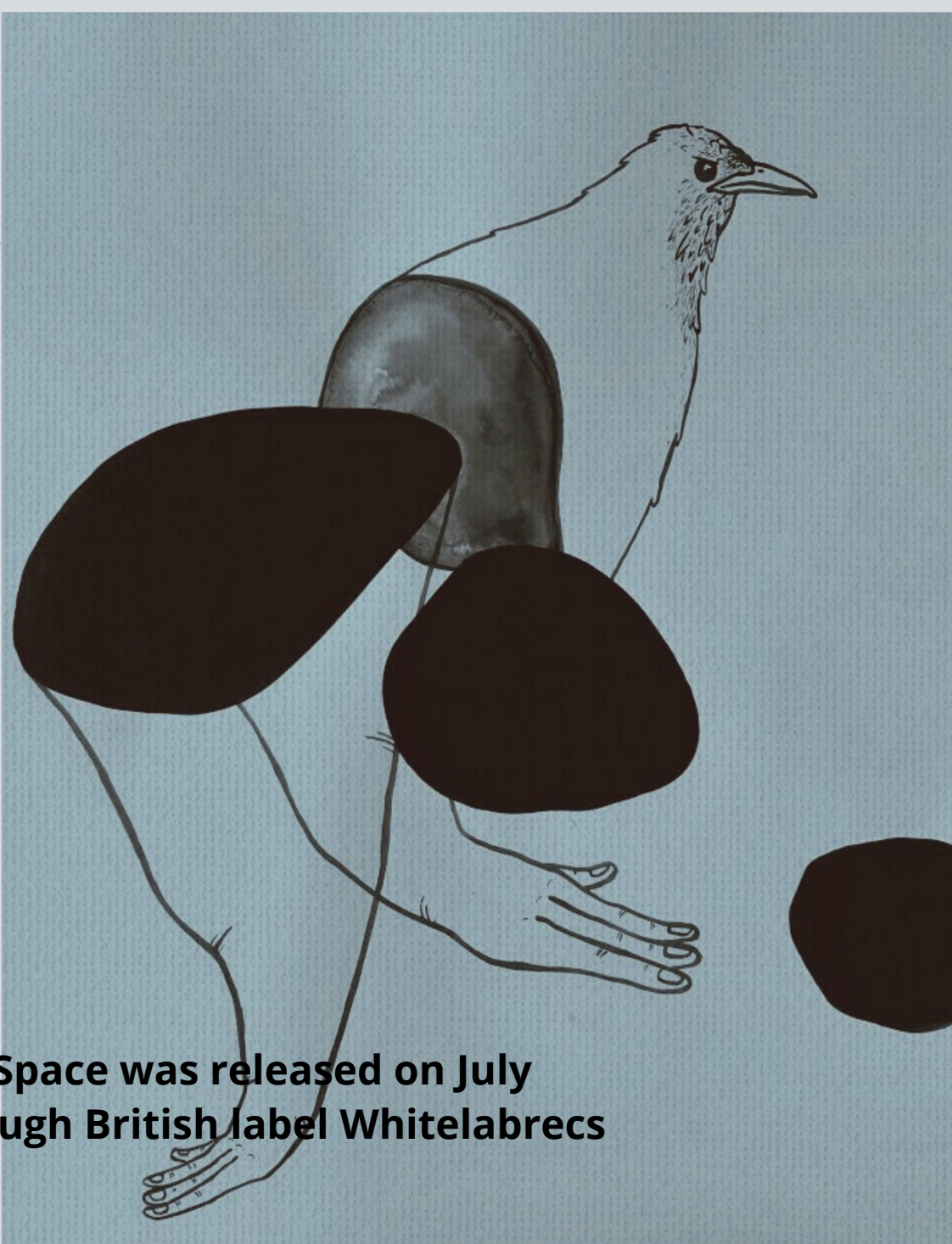
### Why did you decide to move to Iceland?

I was born in Sweden and studied languages there. I got interested in Nordic languages, and especially Icelandic, because of its similarities to Old Swedish. I got a grant to go to Iceland and study the language. When I went there... well, it's the old cliché. I fell in love with the country. The music scene, nature, the people, all that. I lived in Gothenburg at the time but was really quick to make new friends. I kept coming back, and voilà, here we are!





give shape to space



**Give Shape to Space was released on July 25th 2020 through British label Whitelabrecs**

**What did you find in Iceland that you didn't find elsewhere, in terms of inspiration, community, living conditions?**

One thing I like about the music scene is that people from different fields are very happy to work together. When I took my master's in electronic music in Edinburgh, the division between the "serious" music on one hand and "popular" music, on the other hand, was very tangible, very wide.

Icelanders seem to care less about these things, and you see the most surprising of collaborations between genres - and often they work out fine. I don't want to set any rules here - any music can be good, be it pop or spectral classical music - but I think it's safe to say that a lot of the music that I find really interesting has been created when tearing down boundaries between genres. The later Beatles, Aphex Twin, Holly Herndon, etc.

**"I DON'T WANT TO SET ANY RULES HERE - ANY MUSIC CAN BE GOOD, BE IT POP OR SPECTRAL CLASSICAL MUSIC "**

**What inspired your new album?**

I read a lot, often 5-10 books at a time, so I really jump between different topics. Before making this album, I was reading a lot about quantum physics; I just want to understand what it is about! I think I might finally have grasped about 5% of it... I was fascinated by this, so on this album, "**Give Shape to Space**", I have these quite distinct larger structures, like the clockwork of classical physics, but a lot of the ornamentation is more floating, more indeterminate (like the modular synthesizers lurking underneath the ambient layers of some of the tracks).

I think, as a composer, you just have to find some kind of strategy that works for you. I think that many composers who write a lot of music work like this - you get flashes of inspiration, sure, but you also have a certain system that you usually utilize when composing, and this one seems to work for me, for some reason.





**snny**





# CONVERSATION WITH SNNY



SNNY WAS BORN IN IVORY COAST, RAISED IN BOSTON, NOW HE IS BASED IN ICELAND. HE IS A UNIQUE AND CREATIVE ARTIST. HIS MUSIC IS VERY POETIC, WITH A BIT OF INDIE PANACHE, R & B SOUL AND HIP-HOP.

## **Why did you move to Iceland?**

My wife and I decided to relocate to Iceland during the peak of the Covid pandemic in New York. As much as we love New York and will miss our friends there, it was just the right decision to make in terms of safety and quality of life for our daughter.

## **You have not been in Iceland for long, but what do you love about this country so far?**

There's a great sense of community in Iceland that reminds me a lot of how I grew up. Besides the obvious remarkable natural beauty of the country itself, the people have a genuine spirit about them, I've especially noticed this within the artistic community. My next project will be to learn Icelandic as much as I can.



# MUSIC TO ME IS A FORM OF ESCAPISM

[snny.lnk.to/otito](https://snny.lnk.to/otito)

**I know you as Snny from your music so tell me what's the inspiration behind your music?**

Music to me is a form of escapism. This notion of creating a world through sound that you can get lost in and explore with unlimited potential is the driving force to my passion.

I remember writing poems as a young boy freshly arrived in America from the Ivory Coast. Having grown up speaking french for the first 5 years of my life and then moving to America and learning English and a completely different culture, really enabled me to seek refuge in creativity and I grew most comfortable within the realms of my own imagination.







**Are you working on any projects at the moment?**



I recently started a record label called “Radio Silence” for Independent Artists, that will function more like a co-op and allow us, independent artists, to pool our resources together and take 100% ownership of our own music. I just released a new single entitled “ Postmodern Black” which is the first Official Radio Silence Release.

Now I am really just enjoying being a dad and a husband the most.  
I feel like I’m learning so much about myself through the people I love.



[www.radiosilence.world](http://www.radiosilence.world)



# Sandrayati Fay



" Home and belonging is something that can only fully be known and embodied internally "







# FROM THE INTIMATE LUSH HEAT TO A VAST STRANGE COLD

Indonesian singer-songwriter **Sandrayati Fay** describes her experience growing up in tropical Indonesia, moving to Iceland, and making sense of the meaning of home.

Roots have always been confusing to me; born into a country that I am not ‘from’, and to parents from different worlds. As a child it was simple; my mother is Filipino, my father is American, I am Indonesian, and that’s the way it is. I was met in this explanation with belittling laughs.

Although we had close-knit communities with a spectrum of interesting people due to my parent’s work, I struggled for years with an underlying identity crisis. Traces of this still exist, but I’ve learnt that the places we come from and the experiences we have are part of what makes us; the people who build those experiences and the relationship grown with the land teach us too. That land is a place, but it doesn’t completely define me. Home is something that can only fully be known and embodied internally, for in any general interaction in the explanation of where I am from, I am ‘foreign’.

How’s that for my answer to ‘hvaðan ertu?’.







## "I RECORDED AND RELEASED A LIVE EP CALLED “NEST”,

I came to Iceland this year not knowing how long I would stay. In early March, the rising of the pandemic, I faced the decision. Working as a touring musician in Indonesia did not look like it would be great income in the months to come, and I knew I was coming to Iceland in the summer to be with my partner and work on an album. So, with a gut instinct I hopped on a plane with all my beloved instruments and arrived a day before the airports closed. From the intimate lush heat to a vast strange cold, in less than 24 hours.

Creating music expands upon the feeling of home for me, and so I've sang my heart out.

As soon as I arrived, I recorded and released a live EP called “Nest”, a storytelling of the pain and growth of leaving my nest of a home. And in the past months I have delved into working on my first studio album. I have also been teaching yoga and leading hikes with ‘MeTime Iceland’ and exploring a new avenue of live music through ‘shavasana concerts’ with Solir Yoga.

Home is unravelling slowly and roots are sprouting as I unwind myself to this island, humbled by the grandiose landscape, with a heart full of gratitude for the welcoming kindness of the people.





# Daniel Karl Cassidy

"I was inspired to teach  
as I realised it was a way  
of sharing my musical  
experience and handing  
it down directly to other  
musicians.

I still find this to be  
highly enjoyable after  
many years."







**Daniel Karl Cassidy**



# THE MUSIC EDUCATOR

I was introduced to Daniel by a good friend. He is more than just a talented musician; he is an educator, creator and all-round great person. I am so grateful to have such people as friends. I wanted to know where he got his passion and zeal for music, so I had a quick chat with him; he is a man of few words but a genius with music.

**By Carlotta**

## **Tell me about yourself?**

I was born and raised in the United States in the Washington D.C. area and grew up in a musical family. My father informally taught music to me and my sister Eva Cassidy, and gave us a very solid background by showing us many folk songs and popular songs of the present and past decades. The violin has been my chosen instrument since the age of 10 and I also took up the guitar at 12, which came to me quite easily. In my high school years, I explored the possibilities on the violin playing classical, jazz, rock and folk music.

I moved to Germany at the age of 20 to start a musical career, which took me to Great Britain a few years later. Iceland had always been on my list of countries to check out, so I finally visited in November of 1991 and was so intrigued with the country that I moved here just a few months later. It was an instinctual move for me, as moving to Germany was a few years earlier.

I arrived in Iceland with dreams of building my musical career ( as a session recording musician and live performer ), to eventually settle down and get married and become a music educator....and also to enjoy Iceland's close proximity to the U.K. and Europe where I could work occasionally. I am happy to say that all these dreams came true but by no means has it always been easy.

I have had to endure the ups and downs of being a self-employed musician and some of the hardships being a foreigner here in Iceland. I finally became a music educator 10 years ago and now work in 3 schools teaching non-classical musical styles to string students.





**What do you love most about Iceland?**

I love the wide-open spaces and that you are never far from nature. I also appreciate that Iceland is one of the safest countries in which to live.

Daniel teaches music at Tónskóli Sigursveins D. Kristinssonar ( Reykjavík ), Tónlistarskóli Árnesinga ( Selfoss ) as well as Tónsmiðjan ( Selfoss )

**What is one message you would give to your students?**

The one message I would give my students is to enjoy music through listening, practising, and playing.

**What is your favourite song to perform?.**

I don't have a particular favourite song to perform. I know thousands of them, but I suppose that any song that sits well on the violin and reaches the audience and communicates well with them.

**Have you done any collaboration here in Iceland?**

I have collaborated over the last 25 years with the Icelandic band Papar, along with other groups and artists I have worked with. My musical partner for the past 15 years has been James Hickman in the U.K., whom I tour with every year over there.





# LUNAR X

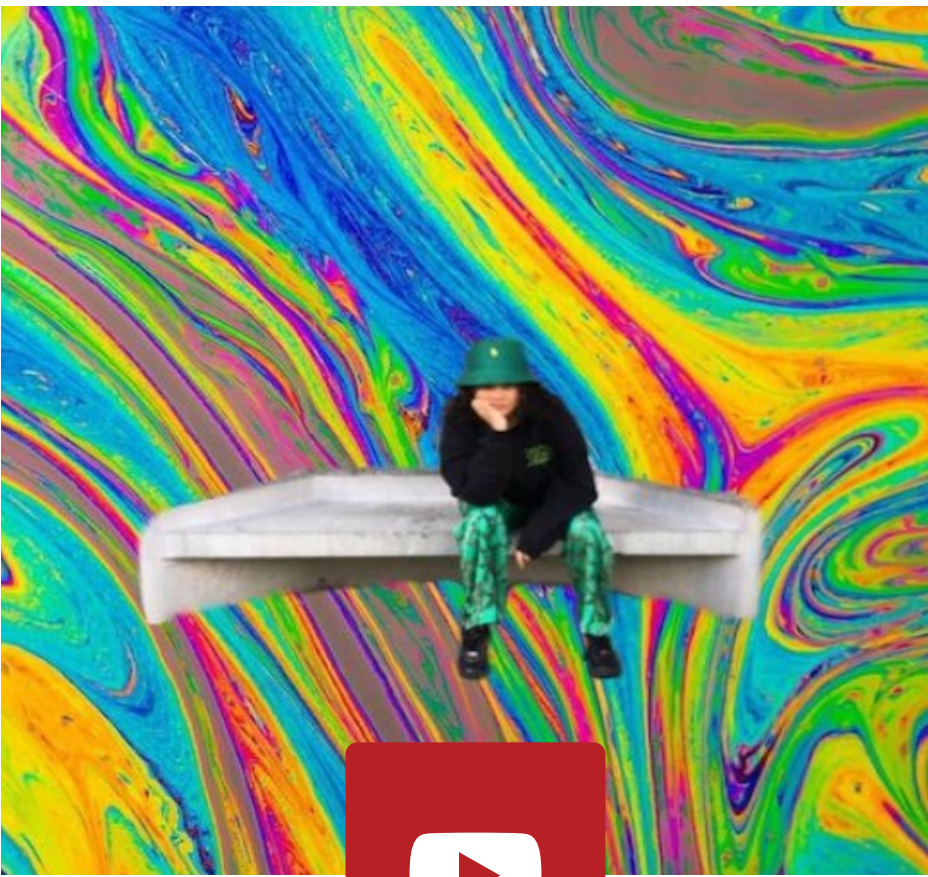




# LUNAR X

Meet Jasmin Johonnudottir, AKA Lunar X.

Her voice is amazing, she has so much talent and potential. A humble and talented young lady who knows who she is and what she wants to accomplish. She has a passion for music. Through music, she expresses her thoughts and feelings, and sees it as a form of comfort. Check out her single "Messy" on Spotify.





# Seth Sharp







## "I AM MOTIVATED BY THE DESIRE TO FEEL PEACE"



"It has not been easy to get established in Iceland. It feels like it is a constant process of reintroducing myself and proving myself to people. Of course, there are people who appreciate what I have to offer and are encouraged by my work ethic but hard work and talent do not always translate into opportunities in Iceland (perhaps in other places as well).

My music journey has evolved in response to my preferences and demand. I had been a DJ before I moved to Iceland but I established myself in Iceland as a singer and actor.

I performed with different bands and did a lot of live shows (as a singer) and competed to represent Iceland in Eurovision (with a few songs). I grew weary of depending upon bands to perform so I returned to deejaying primarily in Iceland and singing when I went abroad. Eventually, I deejayed abroad more (at Webster Hall in New York City and in France) and sang more in Iceland. These days, I do a combination of deejaying and singing and a lot of music production."

As a Yale University graduate, musician, DJ, vocal coach and producer Seth Sharp was able to tour and perform across five continents. He has performed at the White House in the United States, the Riga Opera House in Latvia, Carnegie Hall in New York City and has spun vinyl in festivals in France.

As a cultural specialist, Seth has conducted music and performance masterclasses at various universities throughout Africa and Europe for the US State Department, and has performed at a variety of venues. Notable performances include FESPAM (the largest music festival in Africa). The Sarajevo Winter Festival, and the National Theater of Namibia.

He has appeared in print media, radio and television in many countries and has followers on social media from around the world. He's motivated by the desire to feel peace, to make people laugh and feel good, to be proud of his accomplishments, and to be the person he wishes to look up to.





## "I ALSO ENJOY MANY TYPES OF MUSIC AND LIKE THE CHALLENGE OF DEEJAYING DIFFERENT GENRES"

"When I DJ. Usually, I have several tracks running at the same time so that I can use elements of each track playing live. I also love to do live bootleg mashups with a Capellas and EDM instrumentals or mixing genres such as rap and pop. I make house music and that is my favourite music to spin. However, I play at a variety of clubs and events so I am not stuck to any particular genre.

I also enjoy many types of music and like the challenge of deejaying different genres. Well, overall Iceland is a great place where one can relax and also be creative.

I have a few favourite chill spots in Iceland. My favourite spot in Reykjavik is Öskuhlíð. It's a great place to meditate or walk around discovering rabbits. Outside of Reykjavik, Akureyri is my favourite destination, when I want to get away and look at beautiful things. "



Seth Sharp





# Hanna Mia Brekkan



Photo by [catgundrybeck.com](http://catgundrybeck.com)





# I WROTE A SONG EVERY DAY FOR A YEAR

By Hanna Mia Brekkan

I have had songs buzzing in my head since I was a kid. I grew up in Sweden with parents who both played music and introduced me to my greatest idols: Billie Holiday, Aretha Franklin and Bob Dylan. I wanted to be just like them and wrote my first song about my love for dolphins at home on our electronic keyboard when I was 10 years old.





# IS IT POSSIBLE TO WRITE A SONG EVERY DAY FOR A YEAR

After high school, I moved to Berlin to pursue music and five years later I came back to my birthplace of Reykjavík to study music composition at the Iceland University of the Arts. At that point, I had only released a handful of songs but kept hundreds of voice memos of ideas that never came to fruition.

In 2018 I decided to see if I could change the habit of leaving my creations half- done, and started the project that would be the main subject for my B.A. thesis: “Is it possible to write a song every day for a year?”

The first weeks it took me 4-6 hours a day to finish the song I had started. The sudden decrease of free time forced me to prioritize people who energized me, reduce my social media use and went to therapy to work through things that had been stealing time and energy from different parts of life.

Uploading the songs on YouTube made me feel I was held accountable for keeping the project going, and also made me realize that people cared less than I thought. Most of us have to go through a lot of mistakes and learn from them before we do something good, and I was happy to see that sharing the learning process did not kill my career.



[www.hannamia.com](http://www.hannamia.com)

Now when I finish something it gives me a feeling of accomplishment regardless of how it turns out. To me, a terrible song that is finished makes me feel better than a great half-finished piece. A finished project can easily be put up online, kept on hard drives, or simply stored in one's memory free from the clutter of postponed decisions.

Completing this year-long project was the hardest and yet the most rewarding task of my life. Not only did it lead to a B.A. degree, but a musical diary that I can scroll through like a photo album later in life to see how much I've grown.



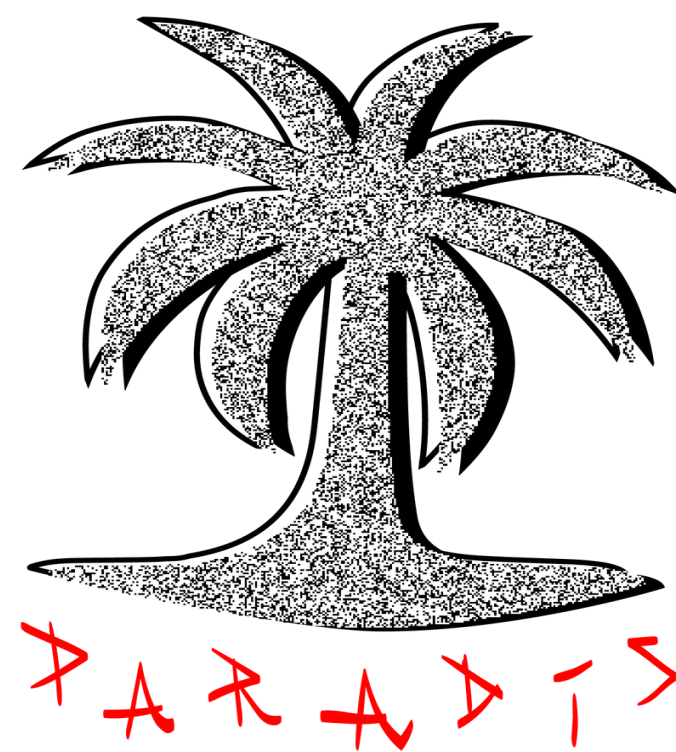


# PARADÍS IS HERE

## BUT THIS TIME IT'S DIFFERENT

By Martin Ferdinand

---



Starting out in 2018, Paradís Sessions sought to create something new, based on something old. Reflecting on the modern perfection in production values for live music videos, session videos and the like, Reykjavík-via-London native James Cox decided on a different path.

He was inspired by the 'Take Away Show' sessions produced by french Youtube channel La Blogothèque, on which Bon Iver once performed a cappella in a Parisian apartment hallway and Beirut lined up on a street corner hitting bins

"The emphasis here was not focused on production quality or making things 'perfect', but the opposite. Following a moment, capturing the atmosphere - all in 360p, and a (sometimes) bouncing camera."



Photo : Patrik Ontkovic

Moving to Reykjavík in August 2016, after a couple of visits, James arrived to try something new. "I'd been in London for ten years, which is a long time for a city like that, and really wanted to do something different, be somewhere different." Iceland, all of places, seems an interesting selection. "my excitement for Iceland as a place started in geography lessons, we had a very charismatic teacher and learned a lot about the glaciers. That was it then, for me."





**Icelandic Singer-Songwriter Ásta performing in a clothing store on Laugavegur, Reykjavik.**

At first following the music scene as a fan, attending gigs, eventually he got involved undertaking the sessions and associated gigs. First, at Reyjavík Roasters with friend, Ryan - “we didn’t announce the gigs and just filmed amongst the background of coffee cups, spoons, people chatting... it was great” - then venturing out onto the streets, with artists performing out-and-about in Reykjavík - the “natural landscape, where everyday happenings acted out as the stage.”

The collection of session locations is quite a roll cue: A cappella at the top of Gróttaviti, in a downtown multi-storey carpark, in one of the plush meeting rooms at Safnahúsið, even on the boat to Viðey. All these moments culminated in an on-venue Showcase Stage at Iceland Airwaves in November 2018. (left)

With over 30 sessions recorded and a host of exciting new artists documented, it became a lightbulb moment for James: “all along it’s been about discovering and highlighting these bands, but I decided there was more we could be doing to help push artists, to promote them both here and abroad. A gap in the market.”

## A gap in the market

With scouting experience at two London indie labels, as well as releasing singles independently at the time (in addition to organising November’s culture-changing AIRWHALES festival), shifting the emphasis to connect these dots seemed like a natural way forward.

And so, Paradís Sessions: II. Not the live, rolling-video kind. But a label-come-promotions outfit to provide new and up-and-coming artists with a pathway to success, steering the reins along the way. We can’t wait to see what happens next.

Paradís Sessions will be focused on releasing artists both here in Iceland and in the UK, with new releases forthcoming Autumn 2020. Go to [www.paradisessions.is](http://www.paradisessions.is) for more.



**Serbian-Canadian songwriter Jelena Ćirić singing a-cappella at the top of the Gróttaviti lighthouse**



# SELF-CONFIDENCE

By

Linda Baldvinsdóttir

Life Coach, LET communication consultant  
and TRM (Trauma Resiliency Model)

Linda is a well-known writer for Iceland's leading news agency, Smartland mbl.is, and a former TV host. Her shows won News of the Year in 2014.

As the former President of the Icelandic Coaching Federation, she created a yearly coaching day since 2012. Linda sat on the board of Icelandic Woman's Business Association.

She is also the Co-author of the book “I am”. In collaboration coaches, Linda created programmes for institutions and companies like Reykjavík City council welfare’s department and Hugarfl the Multicultural house in Iceland. Linda is a leading life coach for over 14 years and works with people from every walk of life.

We want her to give our readers a few tips on confidence.



When I hear the word "Self-confidence", the first thing that comes to mind is one's ability. The word confidence derives from the Latin word 'fidere' which means 'to trust'. Therefore, self-confidence is the ability to trust yourself and have the conviction that you have the strength and ability to take on life's challenges, fulfil your potential and succeed. Having Self-confidence brings happiness when you are confident with your abilities, you feel better about your capabilities.

You will feel more energized and motivated to take action and archive your goals. However, some people lack self-confidence and may find it challenging to reach their full potentials. Others may have problems because of negative self-talk such as “I’m not good enough” feeling or the attitude of “I don’t deserve ...” I want to encourage you today you ,can increase you self -confidence.







## **Tips you can use to boast your confidence, they only work if you practice them**

- Tell yourself each morning when you look into the mirror that you are good enough, that you deserve only the best in life because you are a unique and precious human being.
- Remember that it only takes about 17 seconds to take the first step into the fear you are experiencing. So take that first step and as Nike says 'Just Do It'. Do not avoid difficult situations, that will only lower your confidence and take away your joy.
- Trust yourself and do not hide who you are. People will appreciate your authenticity and internally you will feel how your self-confidence grows- only when you are exactly YOU all the time.
- Choose your friends wisely. Keep close to those who are willing to build you up and the ones that stay beside you, for better or for worse.

- Love yourself always and do not feel ashamed when you make mistakes. We have not come on to this Earth with manuals, we are all experiencing what works and what does not constantly, so be kind to yourself in your own way.
- People will always find ways to criticise you, but do not take it personally. Rather, listen to them as it could be constructive and worthy criticism (your blind spot) and learn from it. However, if you find the criticism to be false or not of value, then let go of it and carry on with your life.

- Listen to your heart and gut when it comes to making decisions. Do not listen closely to your head, as it is probably going to tell you that you are not good enough to make the right decisions anyway.
- Finally, tell yourself that you are gorgeous and capable of achieving all that you want from life and then go for it!





# LET'S TALK FASHION

By Bianca Hallveig  
Stylist & fashion writer





## Conversation with **SVALA**



Photos are by Írís Dögg  
hair by Rakel María  
make up by Sara Dögg  
styling by SVALA



In our last issue, we talked about how colour and our chosen style of dressing can affect our mood. Now let us talk about how our style can be easily influenced by music.

I was able to talk to Svala Björgvinsdóttir professionally known as Svala. She is a singer and songwriter and represented Iceland in the Eurovision Song Contest 2017. I was fascinated with Svala's style and how creative she is both with her music and her fashion. So I wanted to know more about her so I took a lovely interview with her. Svala was super friendly she lived abroad for a while so I felt that might have contributed to her cultural competence.



# DREAM BIG!!! BELIEVE IN YOURSELF “

## What do you love about being an artist in Iceland?

I love the music community in Iceland, so many amazing artists in my country and so much creativity ! I grew up in the music industry in Iceland because of my father Bo Halldorsson, who has been one of the biggest recording artists here since the ‘60s, he’s kind of an icon lol. And growing up in the business; I love to see how humble everyone is and I love that everyone has a sense of humour about themselves.

Also, you don’t get rich being in the music industry in Iceland and the biggest stars in Iceland usually have a second job to support themselves. Which humbles you as a person I think because you are more connected to the masses and you have a very normal life; Compared to huge worldwide superstars it’s day and night. Also, everything is more personal here and nothing is fake. I lived in LA for many years and I know the difference. There is no bullshit here and Icelandic people are straightforward and real and down to earth and I adore that!!



Photos are by Írís Dögg  
hair by Rakel María  
make up by Sara Dögg  
styling by SVALA

## Do you have any advice or message to young people that want to get into music

Just know that you can make anything happen if you work every day at it and don’t let anyone or anything stop you. But you have to work very hard and have a strong drive and determination and dream big!!! Believe in yourself and keep at it.



# “I HAVE MADE A LOT OF MY OWN STAGE OUTFITS”

**I am keen to know if your style is influenced by your music?**

Sometimes it's influenced by my music and sometimes not. It depends, If I'm doing a concert which is pretty much all the time because I do gigs every week. I get a little influenced by what type of show I'm doing in terms of what I'm gonna wear. But mostly I just wear what I like and what I'm feeling at that time.

I'm inspired by old 70's and 80's movies, other artists, other people that have amazing style, dreams and beautiful photoshoots and art. I draw my inspiration from everywhere and then I just wear what I like at the end of the day. I follow trends but I still just wear what I think is cool regardless of trends or what's in fashion at that time!

**What's the inspiration behind your music?**

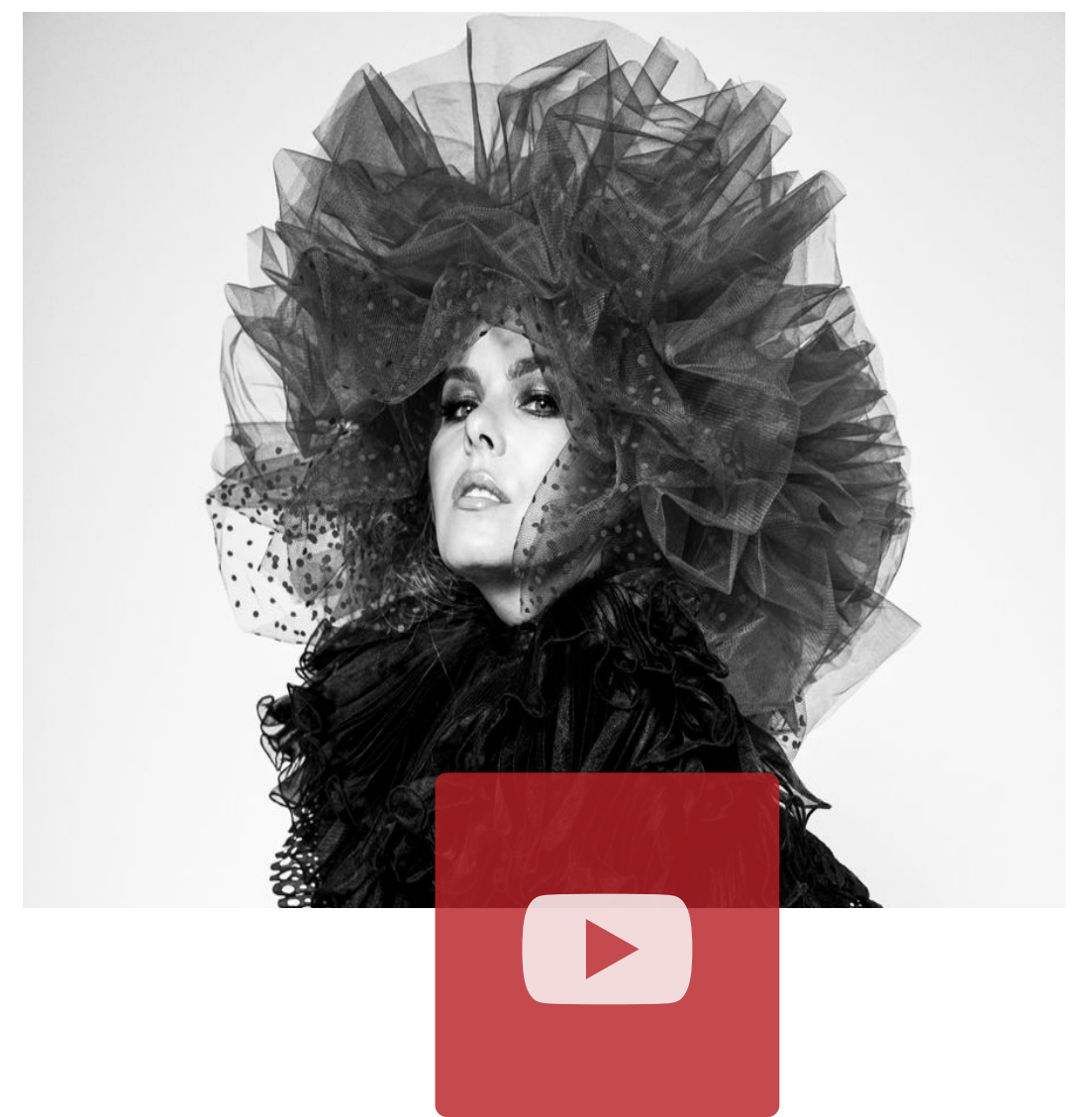
I listen to a lot of classical music and movie scores and instrumental music and I have always drawn a lot of inspiration from that. I am always very inspired by the people I'm working with at the time on music. But inspiration is sometimes very hard to find and you're not always inspired to create. It comes in waves and it just comes to me and I don't know how that happens exactly, it just flows to me in some weird and cosmic way.

Photos are by Írís Dögg  
hair by Rakel María  
make up by Sara Dögg  
styling by SVALA





# I LOVE THE MUSIC COMMUNITY IN ICELAND



## **What are you currently working on?**

I just finished my EP album that's coming out in November this year. It's the very first time I release an all Icelandic speaking album in my career. I co-wrote all the songs with some amazing writers. The album is deeply personal and sort of a musical diary of my life for the past three years. The first single called "**Sjálfbjarga**" is coming out September 4th and I'm very excited and stressed out because it's a very personal song. The song is about being mentally self-reliant, it's about finding that special place in your mind where you feel better and are able to deal with your difficulties in life.

## **What do you love about being an artist in Iceland?**

I love the music community in Iceland, so many amazing artists in my country and so much creativity!! I grew up in the music industry in Iceland cause of my father Bo Halldorsson, who has been one of the biggest recording artists here since the '60s, he's kind of an icon lol. And growing up in the business I love to see how humble everyone is and I love that everyone has a sense of humour about themselves. Also, you don't get rich being in the music industry in Iceland and the biggest stars in Iceland usually have a second job to support themselves. Which humbles you as a person I think because you are more connected to the masses and you have a very normal life. Compared to huge worldwide superstars it's day and night. Also, everything is more personal here and nothing is fake. I lived in LA for many years and I know the difference. There is no bullshit here and Icelandic people are straightforward and real and down to earth and I adore that!!

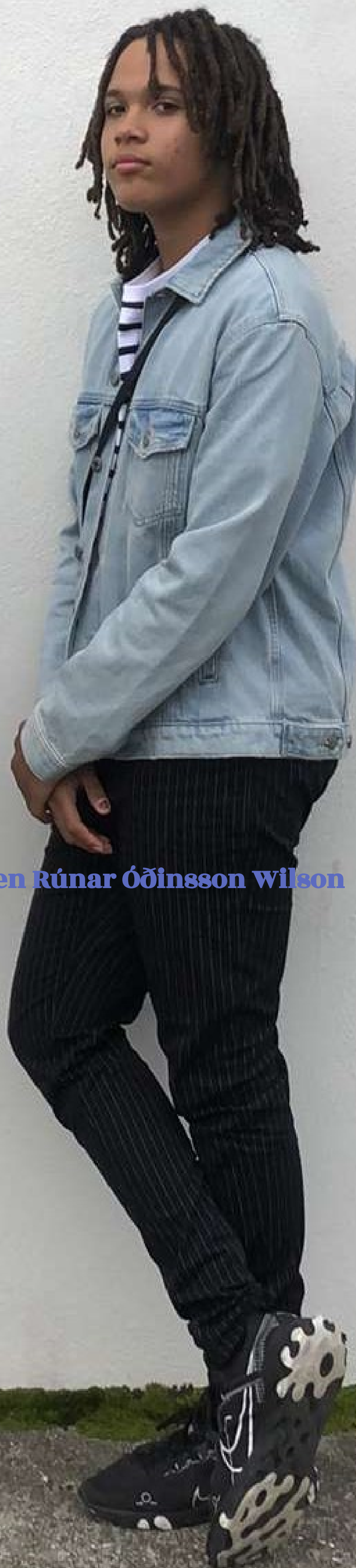


# LSW

Aaron Freyr Óðinsson Wilson



Owen Rúnar Óðinsson Wilson





# MUSIC CAN INFLUENCE YOUR STYLE

By Bianca

I met up with two aspiring young artists, identical twins Owen and Aaron, who also go by the stage names LSW Gremlin and LSW Akuma. These two young artists are storming into the music world with the unreleased rap single “Exotic”, which is among one of the many tracks they have been working on for some time now.

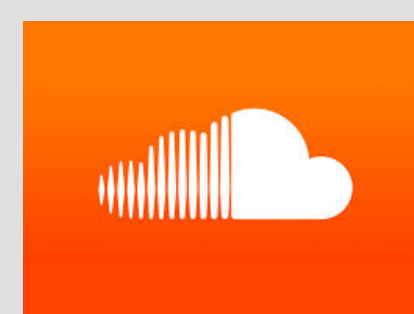
LSW Akuma and LSW Gremlin trace their roots to Jamaica, home country of their mother, the land of reggae music, dance and Usain Bolt. They both sport a healthy head of dreadlocks and say that it is influenced by their Jamaican roots and the king of reggae, Bob Marley. They’ve only been to the tropical island once and hope to visit again in the near future.



Aside from their hair, the twins fashion style and music are not influenced by their Jamaican heritage. So, I was keen to understand what influences their style as well as how their music plays a part in the way they dress on a daily basis.

I spent a day with the twins at their home, ransacked their closets, spoke to them at length and listened to some of their music, which can be found on SoundCloud under their stage names.

Based on my observation, I came to the conclusion that LSW Gremlin’s fashion was influenced by his style of music rap/emo genre. It was also amazing to discover that in a way he also has a sporty 70’s edgy look.





# LSW

As for LSW Akuma, his fashion seems to also be influenced by his style of music, which includes the emo/hi-fi/rap music as well as his favourite hip-hop artists.

Our in-depth conversation revealed that their styles are also often based on how they feel on any particular day.

I enjoyed my conversation with the twins, who in my view will be taking Iceland by storm in the near future if they continue to develop their artistry and pursue music.

It is interesting that things around us; such as music, people, even our cultural background, and the overall vibes influence us in many ways and sometimes even more than we realize.

I recommend, you spend a little time and examine the music you are listening to and see how much it has influenced your style.

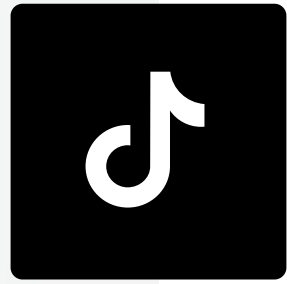






# Food inspired by culture and passion





ALEX JALLOW

CEO of OgoLugo  
African Restaurant in Iceland





ALEX JALLOW

# WELCOME TO OGOLÙGO THE AFRICAN RESTAURANT IN ICELAND

By Carlotta

I keep hearing everyone talking about Ogolùgo, an African restaurant in Reykjavik. I decided to check it out, I wanted to find out if they were cooking authentic African food. I must tell you when I walked in the restaurant; The African Vibes was real, I felt as if I was back in Africa the sweet sound of Afrobeat and the aroma of African spices hits my nose as I entered. To top it up was no other than the big man himself a larger than life character Mr Alex Jallow. He greeted me with a big smile as he shouted: “welcome my sister”. Alex Jallow is the owner of this amazing African restaurant. He moved to Iceland from London more than sixteen years ago, and yes he does speak Icelandic as well.

## Ogolùgo Taste Of Africa In Reykjavik

Alex has been in the food industry for over ten years and he is also a qualified chef and worked across Europe and Iceland. He knows what is doing for sure. I decided to have dinner and "wow"! for me the jollof rice and the fried chicken is a must-try. It reminds me of my mothers’ cooking back in Jamaica. Alex was born in Gambia, but I love how he captures all of the African cuisines in his restaurant. I recommend you also to try the fried plantain as a starter while you wait for your food.






# OGOLÙGO

## A PLACE TO CHILL WITH FRIENDS

Ogolùgo African Restaurant is very welcoming and family-friendly. It is foody and fun. The atmosphere is relaxed, full of laughter and great service. So If you are feeling down or peckish, just pop into Ogolùgo gets a taste of Africa; it will surely put a smile on your face. It is not just the food that is good the vibes are real and the Afrobeat is pumping. The chefs are amazing, all from various countries across Africa. Next time, you are walking on Laugavegur, just pop into Ogolùgo and have a taste of Africa.



Erlendur Editor Carlotta with Former Miss World Gayana Alexis Glasglow



Alex with Nura a happy Customer who keeps returning





**Fried Rice**



**Domuda & Fufu**



**Jollof Rice & Chicken**



**Mango dessert**



**Doduann  
Attieke**



**Lamb**



A man, Michele Gaeta, is shown in profile, looking towards the left. He is wearing a brown cap and a textured, light-colored jacket over a dark shirt. He is holding a Gaeta Gelato ice cream cone with three scoops of gelato (pink, green, and white) on a waffle cone. The background is blurred, showing what appears to be an outdoor setting with a wooden table in the foreground.

**"I WAS MISSING  
AUTHENTIC ITALIAN  
GELATO ICE CREAM,  
SO I OPEN  
GAETA GELATO  
IN REYKJAVIK"**

Michele Gaeta  
Founder of Geata

[www.gelato.is](http://www.gelato.is)



# GEATA

## FRESHLY MADE ITALIAN ICE CREAM IN ICELAND

Michele Gaeta is a young Italian who moved to Iceland just two years ago. He fell in love with the country and wanted to stay so he decided to open the first Gelato Parlour with friends.

His aim is to create a place where Icelandic and Italian culinary culture combine. His ice cream parlour Gaeta is in partnership with the established Gelateria which has been serving gelato in the streets of Bologna in northern Italy for over 25 years.

## DID YOU KNOW ?

Gelato is not really Ice cream? Well yes and no. Michele explained to me that Gelato is much silkier in texture, creamier and a bit denser than ice cream. While Gelato is churned at a slower speed than ice cream, so it has less air in the mixture than ice cream. Also, the Gelatos are made from fresh ingredients on-site every morning. Well, I must say I could tell from the beautiful texture and taste it was indeed real Italian Gelato. Michele is keen on opening more Gelato Parlours in Iceland. He is indeed a businessman who is passionate about Ice Cream. I must say go try Gaeta Gelato I did.







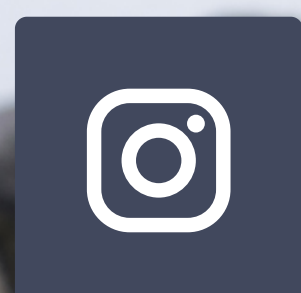
# responsible foods

A NEW SNACKING EXPERIENCE

## Meet

Dr. Holly T. Kristinsson CEO of Responsible Foods. She is married to Dr. Hörður G. Kristinsson, also a veteran in the food R&D and start-up industry in Iceland. Hörður is working with Holly on the operational aspects of the company. Holly has been living in Iceland since December 2015 after moving here from sunny California.

She founded the start-up, Responsible Foods, ehf. in 2019, and has since secured investments from an impressive group of companies and personal investors in Iceland. The companies include Loðnuvinnslan, Mjólkursamsalan (MS), Lýsi and Ó. Johnson & Kaaber.







www.naerasnacks.com

The amazing raw materials and foods that Iceland has to offer brought Holly back to her Alaskan roots. Holly, having a PhD in Food Science and Human Nutrition and working in the functional and snack food industry in the US, immediately saw an opportunity to bring Icelandic raw materials and foods to the world in a totally new way than ever done before.

They are developing one of a kind products from Icelandic ingredients and raw materials under the trademark Næra™ (Næra Icelandic Snacks™). We set out to be sustainable by using Icelandic green energy and sustainable clean raw materials with our efficient novel and minimally processing technology. Not only are we using sustainable products but we are also helping reduce food waste and reduce the carbon foot print and upcycle products that would otherwise be considered lower value ingredients and raw materials



Photo by Hordur G. Kristinsson

## ABOUT NÆRA

Næra (Nai:ra) means “nourish” in Icelandic. It’s an inspired, healthy way to snack, so you’re not just feeding your face, you’re feeding your soul too. Feel good about what you’re putting in your body knowing that we use only the finest, sustainable Icelandic ingredients and raw materials.

It’s thoughtful food that’s healthy and delicious! With Næra Icelandic Snacks™ you’ll taste the good life in every bite.





# WHAT'S THE INSPIRATION BEHIND NÆRA™ ICELANDIC SNACKS?

The dairy and seafood in Iceland is amazing! It rejuvenates your soul and your stomach microflora and energizes you. It just tickles your taste buds, being so incredibly fresh and tasty. I have struggled with eating dairy in the US, but Icelandic dairy made me feel so much better.

Growing up in Alaska and moving to the lower 48 states, I missed the high-quality seafood which I was reintroduced to when I moved to Iceland. Therefore, Næra™ Icelandic Snacks were born with dairy and seafood offerings. The dairy based snacks will come out first with a scheduled debut for next month. Shortly thereafter we will be launching seafood snacks which will be like no other offered in the world, with an amazing taste and nutrition profile, but without the fishy smell.



Responsible Foods wants to bring Icelandic clean and sustainable ingredients to the world in a novel way. Innovation and sustainability is RF's passion through the ingredient roots of Iceland. I struggled with food allergies even until today and I was extremely limited on what I could eat for on the go occasions, at work, or something I could stash in my car when my blood sugar was dropping. Everyone needs something like this! We all want a better for you snack whenever possible that not only feeds our stomachs but feeds our souls. Eating should be an experience in our busy lives, and it can really be a fun and happy experience with an amazing crunch that doesn't make you need to worry about having to keep your healthy snack in the refrigerator.

Responsible Foods has established their first factory in the harbor in downtown Reykjavik at Grandagarður 16 where visitors will be able to come and see the operation, learn about the products and process, taste and buy products on site. The company will set up a second facility focusing on seafood snacks on the East Coast of Iceland in Fáskrúðsfjörður and has big goals to export their products to the global market.



Photo by [catgundrybeck.com](http://catgundrybeck.com)





**#KIND20**  
TOGETHER AS 1

Tuff.earth (Iceland) and Erlendur Magazine  
are Standing #togetherAs1 for #KIND20  
Join us and let's come #TogetherAs1

You can now listen to the #KIND20 Anthem  
an original composition by Jimmy Coburn #TogetherAs1





THIS ISSUE IS SPONSORED BY



# O GOLÚGO

AFRICAN RESTAURANT