

ILULISSAT ICEFJORD CENTRE

COMMUNICATION CONCEPT

2016



THE STORY
OF
ICE

GOVERNMENT OF GREENLAND
QAASUITSUP MUNICIPALITY
REALDANIA



ILULISSAT ISFJORD CENTRE COMMUNICATION CONCEPT

The new Icefjord Centre is to be a natural point of departure for all visitors to Ilulissat and a fitting, unifying framework for Arctic tourism, which is on the increase.

The centre is to present and interpret the latest knowledge and research about the ice cap, the Icefjord and global climate change, the local effects of which are so evident at the Icefjord.

The exhibition at the Icefjord Centre is to be engaging and characterised by an overall aesthetic, and it is to be designed with great understanding of the unique UNESCO site.

THE NEW ICEFJORD CENTRE IS SITUATED BETWEEN
ILULISSAT TOWN AND THE ICEFJORD.

THE CENTRE IS DESIGNED BY
TEAM DORTE MANDRUP ARKITEKTER, DENMARK



THE NEW ICEFJORD CENTRE

The Story of Ice and the Future of Greenland.

Ilulissat Icefjord Centre will be the first visitor centre in Greenland. It is to be an active meeting place for tourists, local residents, researchers and politicians, as well as serving as a platform for the presentation of the ice, nature and cultural history of Greenland with particular focus on climate change. Furthermore, the Icefjord Centre will help ensure a sustainable conservation of the UNESCO site, thus protecting its assets and securing its future use.

A VISITOR CENTRE FOR TOURISTS IN GREENLAND

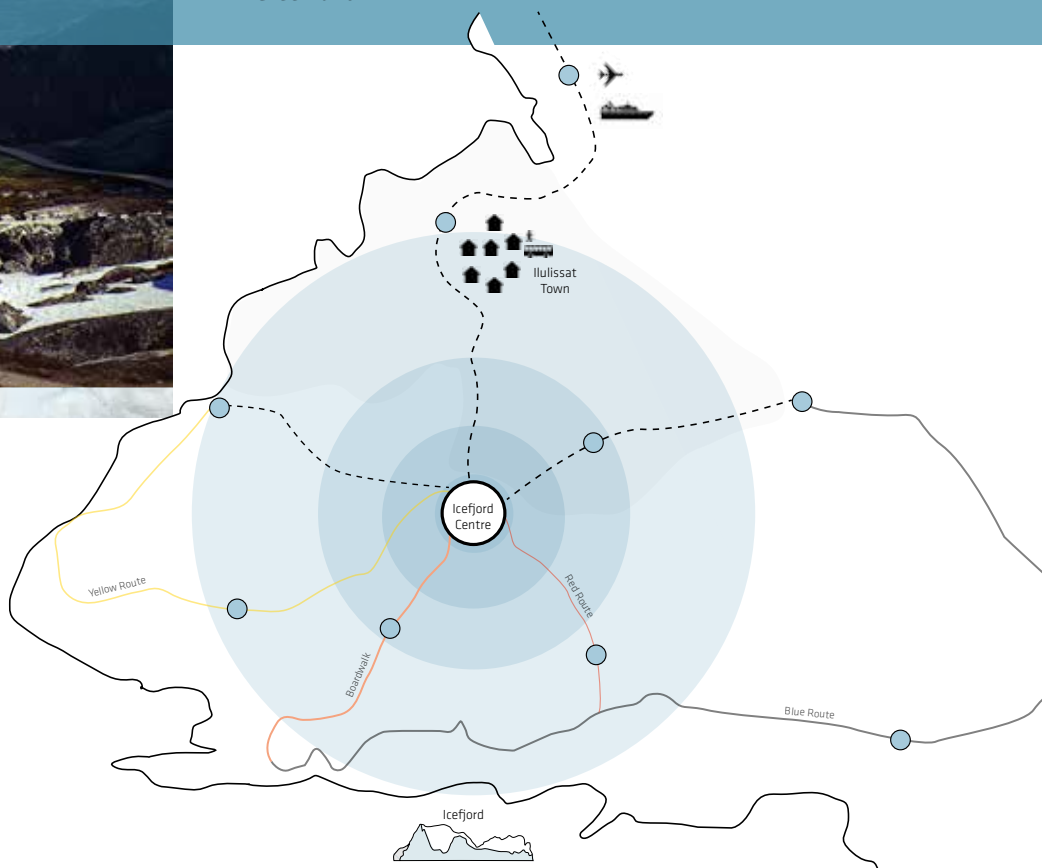
Together with the Icefjord, the town of Ilulissat and the nearby settlements, the Ilulissat Icefjord Centre will be a major point of attraction and a 'must see' for the large number of tourists who visit Greenland.

AN ACTIVE GATHERING POINT FOR THE RESIDENTS OF ILULISSAT

The Icefjord Centre will be an important meeting place for the residents of Ilulissat. It is to contribute to creating a sense of local pride, provide opportunities for education and learning, and should also generate growth in the town and new local jobs.

THE ILULISSAT ICEFJORD CENTRE WILL BE

- **A MEETING PLACE** and a point of departure for people wanting to experience the Icefjord
- **AN INVOLVING AND INTERPRETIVE EXHIBITION** about ice and climate change
- **A LOCAL GATHERING POINT** for the residents of Ilulissat, offering activities, education and knowledge
- **A GLOBAL COMMUNITY** of researchers, opinion-formers and others interested in ice and climate conditions
- **A BOOST TO TOURISM** in Ilulissat, the Disko Bay region and Greenland



A GLOBAL COMMUNITY CENTRED ON ICE AND CLIMATE

The Ilulissat Icefjord Centre will create a global community and be a brand known to people across the world. It will attract a multidisciplinary network of researchers and will serve as a platform for the gathering and sharing of the latest research and knowledge. It will be a thought-provoking and living centre.

A BOOST TO TOURISM

Ilulissat is already one of the tourist attractions in Greenland that attract the most visitors. By offering more activities and experiences, the Ilulissat Icefjord Centre can generate continued growth in tourism in the Disko Bay region and the rest of Greenland.



”

Greenland is an amazing place.
There are very few places like Greenland.
I want to experience nature, and
I appreciate the fact that there are
so few people here ...

SWISS TOURIST

USER GROUPS

The Icefjord Centre has both a popular and a professional dimension, as it targets tourists coming to the centre for a good experience as well as local residents in Ilulissat and the large number of researchers and professionals who visit the town every year.

TOURISTS

In 2015 around 22,000 international tourists and 12,000 local tourists (2015) visited the Icefjord and Ilulissat. This number is expected to grow over the next 5-10 years due to the expansion of the airport in Ilulissat and the subsequent lowering of ticket prices. The high season for tourism is the summer months of July and August but in recent years there has been an increase in the number of visitors in the shoulder seasons. A large proportion of the tourists in Ilulissat arrive on cruise ships or on a package tour. About 50% of the tourists in Ilulissat are aged 55 or over.

LOCAL RESIDENTS

With a population of 4,552 (2015), Ilulissat is the third-largest town in Greenland and the urban centre of the northwestern municipality of Qaasuitsup. The local target group of the Icefjord Centre comprises a wide array of people, ranging from young café-goers who meet with friends over a cup of coffee in attractive surroundings to older people who need a stop on their hikes or runs in the area. In addition, the Icefjord Centre will be a venue for regular special events and a number of one-off events.



”

It is really important to reach out to the children who are going to be the future of all this science ...

SCIENTIST FROM USA

In 2015 Ilulissat had around 700 school children aged 6-16. The local schools are very interested in knowledge and materials about the ice cap, the Icefjord and global climate change for use in natural science teaching activities.

RESEARCHERS

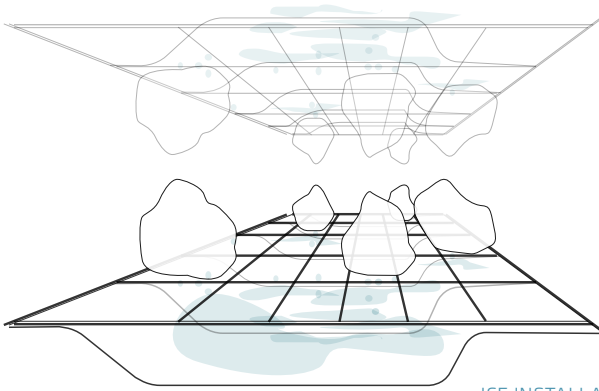
Each year around 250 researchers representing a broad range of disciplines visit Ilulissat and the Disko Bay region. The researchers mainly come from Denmark, the USA, Germany, France and Switzerland and they primarily visit Ilulissat in the period from April to August, spending a few weeks in the area each time, mainly engaging in outdoor field activities. The researchers are particularly interested in communicating their knowledge to a wider audience, particularly to the local population in Greenland, which is generally also among their obligations. Furthermore, they are missing a gathering and meeting place where they can work, meet and share their knowledge with each other.

PROFESSIONALS

Greenland plays an increasingly important role in the global environment and climate policy agenda, and the location of Ilulissat close to the Icefjord has made it a world 'climate hotspot' for professionals and politicians. The facilities offered by the town have already made it the preferred venue for major events and business seminars arranged by enterprises in Greenland.

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Ice has a magical power of attracting humans; the ice seduces and challenges us to explore the landscape but also ourselves ...



ICE INSTALLATION, TOUCH, LISTEN, AND SEE

EXHIBITION **THE STORY OF ICE**

The exhibition should engage visitors and communicate stories and facts about Ilulissat Icefjord and related experiences with a reference to the past, the present and the future. The central theme for the exhibition will be ice, as ice encapsulates the geological, ecological and climatic history of the planet. The story of ice is the story of us.

The exhibition design at the Ilulissat Icefjord Centre should be of the highest international standard, elaborating on forms of communication that reaches beyond the expected; it should be bold, daring and based on both emotional and rational elements. The communication approach is to be built on optimism and must be accommodating and sensitive and mediate between cultures and across boundaries.

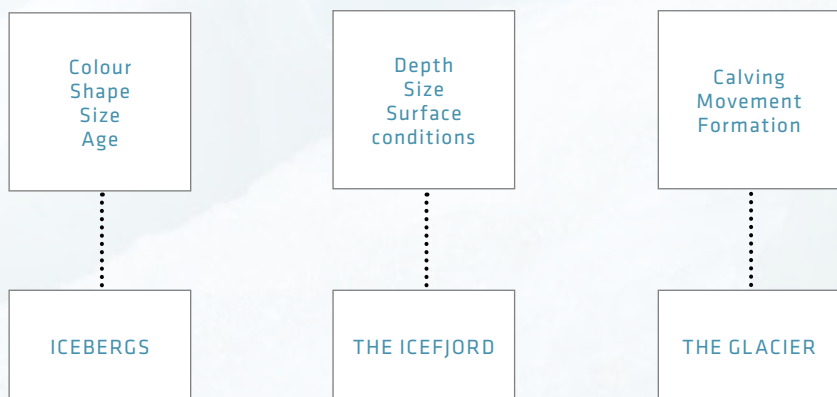
The exhibition at the Icefjord Centre offers a hands-on approach with a design responsive to touch and an overall aesthetic related to the magnificent beauty of the ice. The exhibition will be dynamic and communicate up-to-date knowledge about ice and climate change, endeavouring to reach people where they are in order to challenge and add new aspects to their understanding.



THE EXHIBITION WILL CREATE AN ATMOSPHERE THAT IS OPEN AND RELATED TO THE SURROUNDING LANDSCAPE

The exhibition will be organised on three paths. The common thread for each path is ice, and the paths will explore how ice conditions in Greenland and Ilulissat are intrinsically linked to the history of settlements, community, science and climate change.

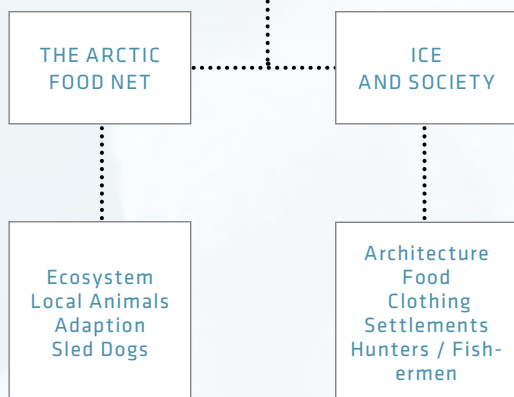
The three paths make it easy for visitors to find the information and displays that interest them and to build connections between the three paths: Ice and Landscape, Ice Gives Life and Ice Changes Life.

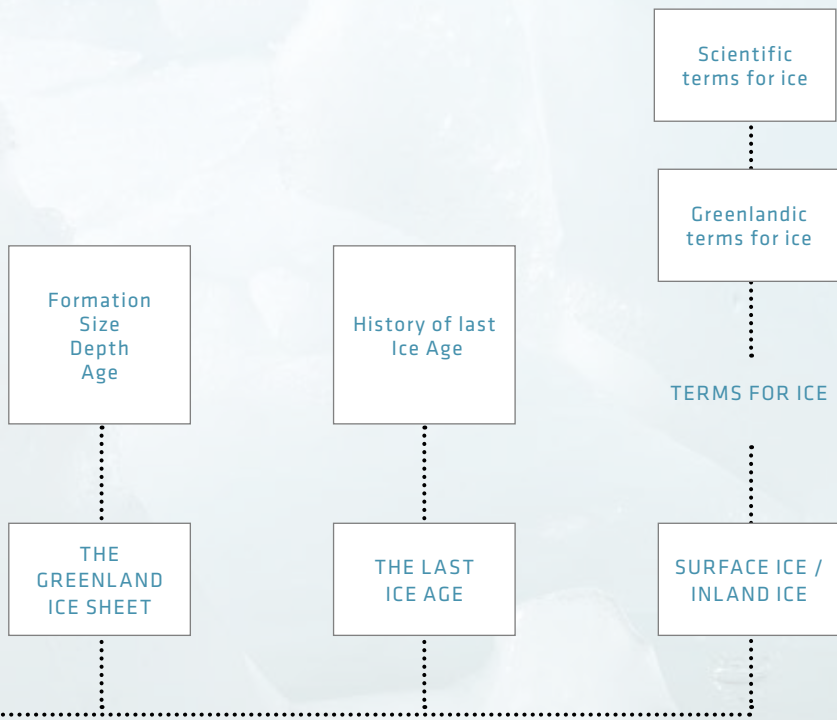
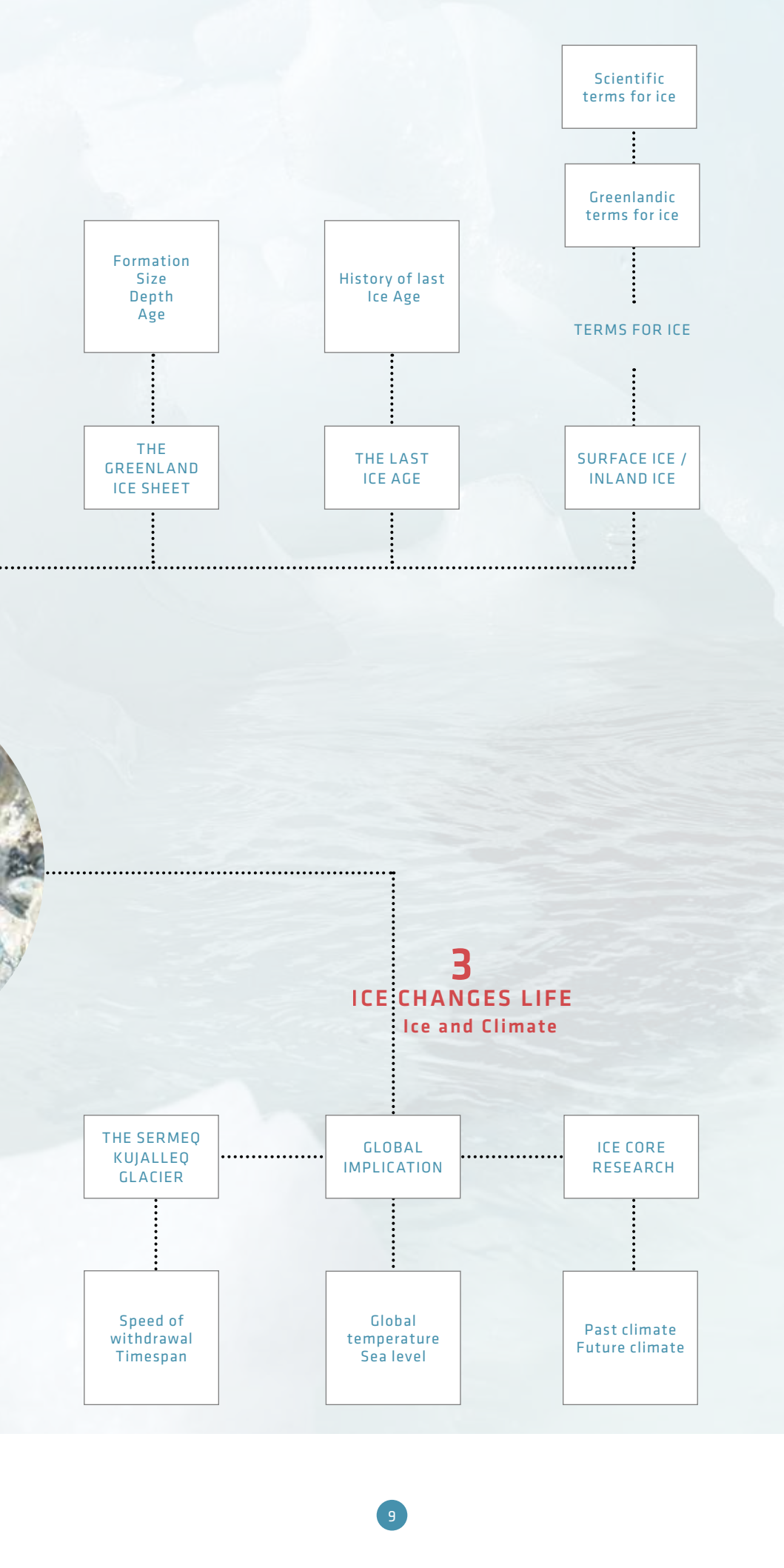


1 THE ICE AND THE LANDSCAPE

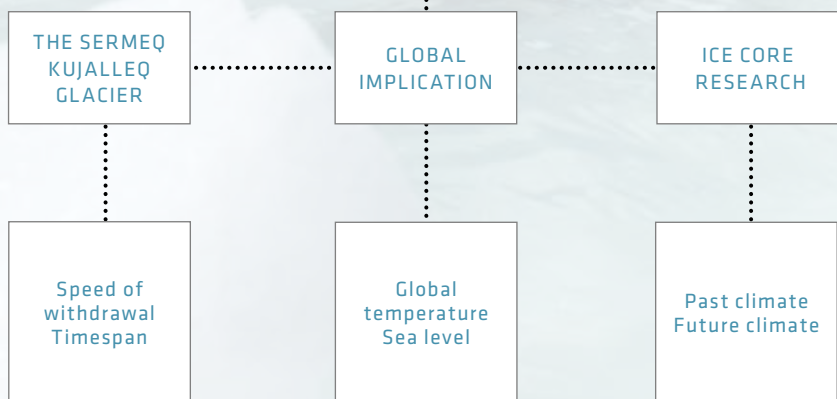


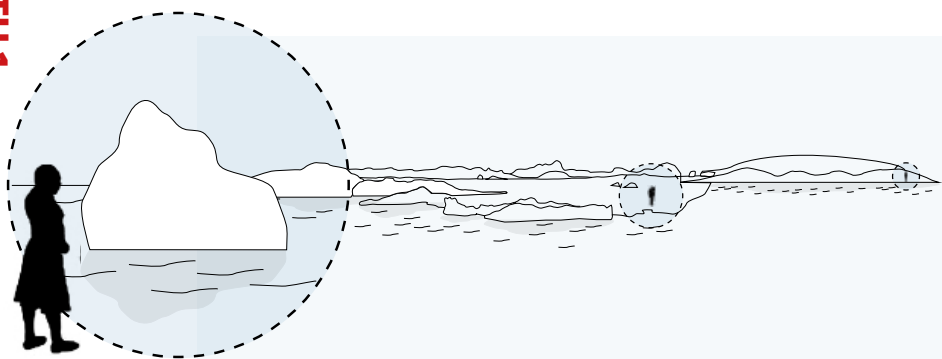
2 ICE GIVES LIFE People and Wildlife





3 ICE CHANGES LIFE Ice and Climate





THE SITE RELATED TO THE HUMAN SCALE

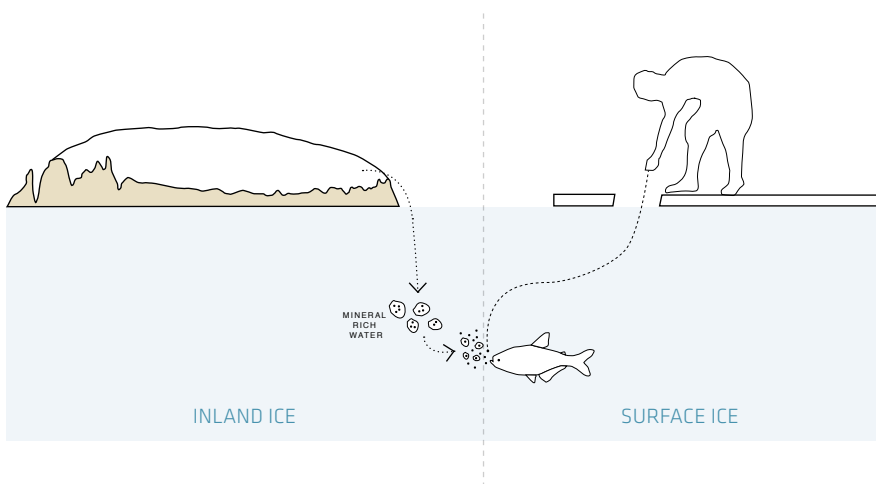
PATH 1 ICE AND LANDSCAPE

The Ice and Landscape path will provide factual information and stories that explain to visitors what they can see outside the centre at the Ilulissat Icefjord.

The narrative starts with an iceberg and will answer the most common questions asked by tourists, for example how much of an iceberg is below sea level, how icebergs float and how fast they move. Visitors will be encouraged to take a journey following an iceberg from its beginnings as a broken off piece of a glacier or the ice shelf. Another option will be to follow the icebergs towards the sea, exploring where they are travelling to and where they end up and eventually melt.

The Icefjord will then be further explored in a path that provides details of the depth, length and extent of the fjord, as well as information about the volumes of ice in the fjord and the distances travelled by icebergs south of Ilulissat. The landscape that is visible to tourists will also be explained on the basis of 'unseen' stories and the wider narrative of how ice forms. This part of the exhibition will focus on the ice cap and its extent, and on the Sermeq Kujalleq Glacier, providing information about the calving front and the reasons why it calves.

The path will give detailed explanations of the uniqueness of the Icefjord and of the geological processes and the geomorphic and physiographic features that make the site significant and worthy of UNESCO protection. In addition, this section will illustrate different types of ice and provide relevant terms and definitions.



PATH 2

ICE GIVES LIFE

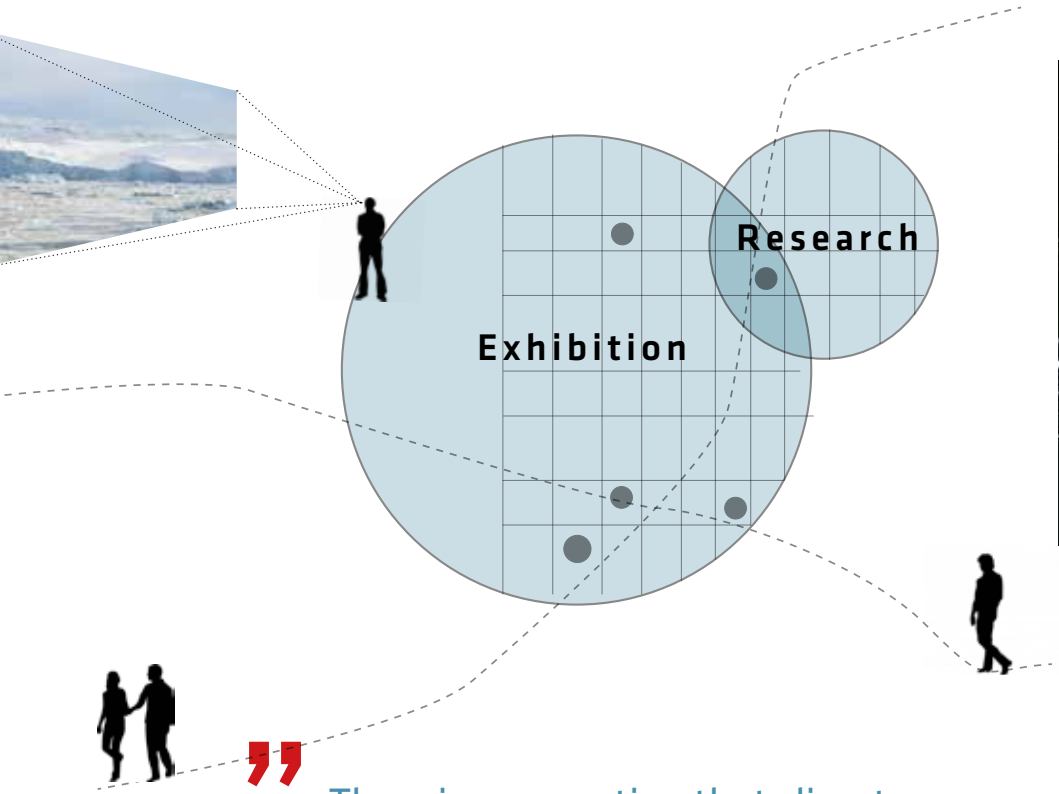
People and Wildlife

In Ice Gives Life the focus is on how the ice around the Icefjord affects human and animal life in various ways.

This exhibition path explores the unique ecosystem in the Icefjord: the nutrients in the ice and the movement of the icebergs that allows algae growth, which in turn attracts larger species such as fish, whales, seals and birds.

Furthermore, the path explores how ice conditions and wildlife influence life in Greenland and shows that the location of some of the oldest and largest settlements has been chosen because of the nutrient, geographical and climatic qualities of the Icefjord. The exhibition tells the story of the settlements over time and provides information about vernacular architecture, clothing, fishing methods and sledge dogs. The Sermermiut settlement at the world heritage site is described and explained in further detail.

The path also looks at contemporary local life in Ilulissat and illustrates how the local population adapts to the changing ice conditions in new and innovative ways. Today, Ilulissat is one of Greenland's most important fishing areas, with a thriving community of independent fishermen and some large-scale industries. Ice Gives Life enables visitors to see the town of Ilulissat in a wider perspective, and the experience is supplemented by personal stories told by local residents and by contemporary views and reflections on the Icefjord.



There is no question that climate change is happening; the only arguable point is what part humans are playing in it ...

DAVID ATTENBOROUGH

PATH 3

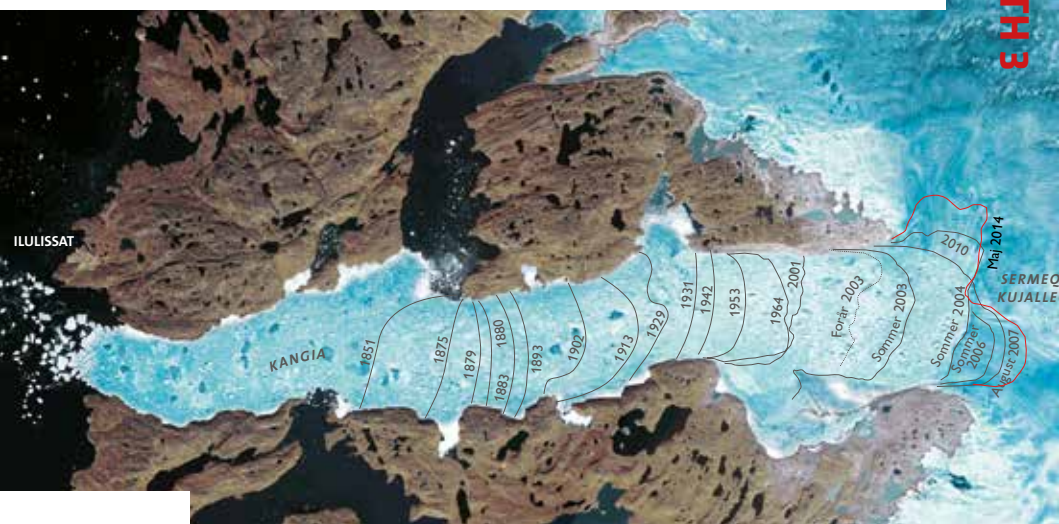
ICE CHANGES LIFE

Ice and Climate

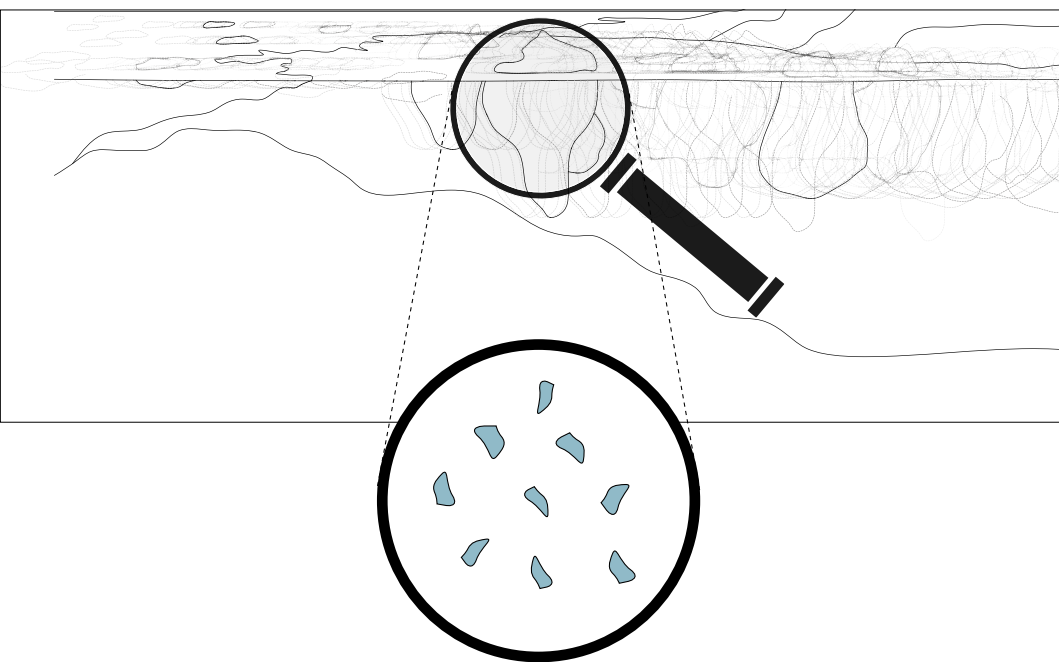
The changing state of the Sermeq Kujalleq Glacier at the bottom of Ilulissat Icefjord has become an indicator of the effects of climate change. The Ice Changes Life path looks into the retreat of the glacier and illustrates how the changes observed in the Icefjord have consequences on a greater global scale.

This path also looks at climate research aimed at understanding past changes in the ice and their possible future impact. Collaboration between scientists, researchers and visitors will be established to make the Icefjord Centre a platform for sharing knowledge and active learning based on discussion and reflection.

Visitors will be encouraged to consider how the melting ice affects them individually and what impact global warming may have on them. The exhibition approach will be optimistic and visitors will be presented with the most up-to-date scientific research and data on climate change and glaciology.



THROUGH SCIENCE THE EXHIBITION WILL REVEAL STORIES THAT ARE OUT OF REACH

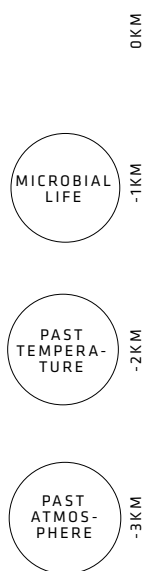


The path explores the retreat of the glacier as a sign of climate change. Visitors will gain an understanding of the melting of the ice cap and its visible consequences in the Icefjord, including the rate at which the glacier is retreating and the increased number of icebergs in the fjord.

In addition, the path investigates how worldwide temperature increases will affect Greenland and looks into the global impact of the melting ice. Through the communication of the impact of rising sea levels, visitors will be encouraged to become personally involved in the site and the landscape and to reflect on the changes on a larger scale and in a wider context.

Visitors will gain insight into the data provided by the ice regarding aspects such as atmospheric conditions, temperatures and organic life forms in the past. The information provided on the climatic evolution of the earth will invite visitors to reflect upon man-made climate change versus large-scale global changes.

” Through exhibiting an authentic artefact the Icefjord Centre will present itself as a one-of-a-kind place to visit and provide tourists with a one-to-one unique experience and the local community with an ownership of the content ...



COMMUNICATION ELEMENTS

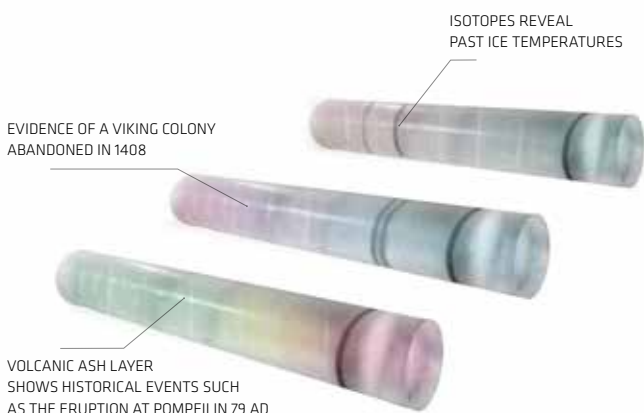
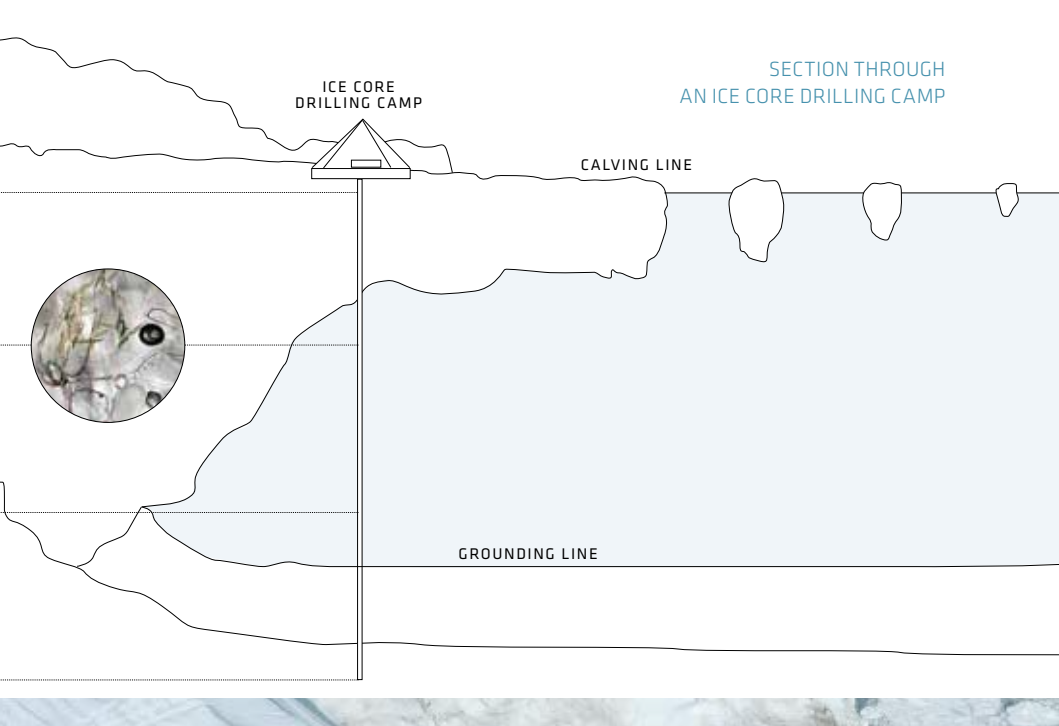
Focusing on experience, the exhibition is to generate an emotional response from the audience and inspire reflection and contemplation during and after the exhibition visit. The exhibition is to challenge the visitor's senses by providing experiences that encourage the visitor to study, create and learn.

The approach will focus on a complete audio-visual experience that communicates to a broad audience by stimulating all the senses – sight, sound, taste, smell and touch.

Spatially, the exhibition is to be a complete experience, where the architecture and the spaces relate to and contribute to the visitor experience. Instead of independent single-point installations there should be an overall relationship between the elements of communication and the stories told in the exhibition.

The Icefjord Centre's focal point is the landscape and the ice immediately outside the centre. The exhibition should avoid replicating nature and should instead present a perspective that encourages visitors to read and relate to the landscape.

All parts of the ice have their distinctive own story to tell. It is through an authentic artefact, for instance an installation, ice cores or exhibited field research stations, that the Icefjord Centre will stand out as a unique destination. It will be a place where visitors encounter the ice and come close to something that is normally out of reach



STORIES OF THE EARTH'S HISTORY ARE EMBEDDED IN THE ICE

The exhibition in Ilulissat will be cutting-edge in its sustainable approach to the exhibition media. The exhibition is to be designed and organised in ways that are beneficial both to the audience and in environmental and economic terms.

The exhibition ambience is to be open and closely related to the surrounding landscape. Technology will be naturally integrated into the exhibition design by means of digital solutions and will thus become a natural element in the overall spatial scenography.

The digital media will be robust, flexible and sustainable in order to make it possible to update the exhibition for future scenarios. They will be used to ensure that information is readable and allow for language selection and different guidance options.

THE PARTNERS BEHIND THE ICEFJORD CENTRE AND THE COMMUNICATION CONCEPT

ABOUT THE GREENLAND GOVERNMENT

In 2009, the Government of Greenland (Selvstyre) replaced the Home Rule (Hjemmestyre) that was established in 1979. Naalakkersuisut is the government itself, elected by Inatsisartut, (the Parliament of Greenland). There are nine members of the current Naalakkersuisut, led by the Chairman of the Parliament.

ABOUT QAASUITSUP MUNICIPALITY

With an area of 660,000 km², Qaasuitsup Municipality is the world's largest and most northerly municipality. Qaasuitsup means 'place with polar darkness'. The principal city is Ilulissat and the municipality comprises eight towns and 31 settlements with a total of about 18,000 inhabitants.

ABOUT REALDANIA

Realdania is a philanthropic association working within the built environment with the primary goal of improving the quality of life. Realdania works with houses and buildings, in areas between buildings, in cities, and in villages. This is usually with other players, e.g. municipalities, companies, associations and foundations.

ADVISORY BOARD

The communication concept is prepared by a team of advisers from BARK Rådgivning and JAC Studios collaborating closely with Qaasuitsup Municipality, the Greenland Government and Realdania, as well as an advisory board with the following composition:

Olav Orheim, glaciologist and chairman of the Norwegian Glacier Museum in Fjærland and of the Fram Museum (NO)

Ólafur Örn Haraldsson, director of Thingvellir Visitor Centre (IS)

Erik Bjerregaard, managing director of Hotel Arctic, Ilulissat (GL)

Kirsten Hastrup, professor of anthropology (DK)

Klaus Nygaard, director of the Greenland Institute of Natural Resources (GL)



Redalania

This booklet was prepared for Redalania
by BARK Rådgivning A/S.

Text: BARK Rådgivning
Graphic design and photographs: Jens V. Nielsen
Diagrams: JAC Studios
Translation: OVRZ / Mette Aarslew
Print: Production Facilities

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