

SUMMER SCHOOL 2018

LAUGAR

EIMUR


HOCHSCHULE
DER MEDIEN

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GOALS OF THE WORKSHOP

EIMUR's main goals are to...

...encourage increased value creation with strong support to innovation.

...encourage better energy resource utilization.

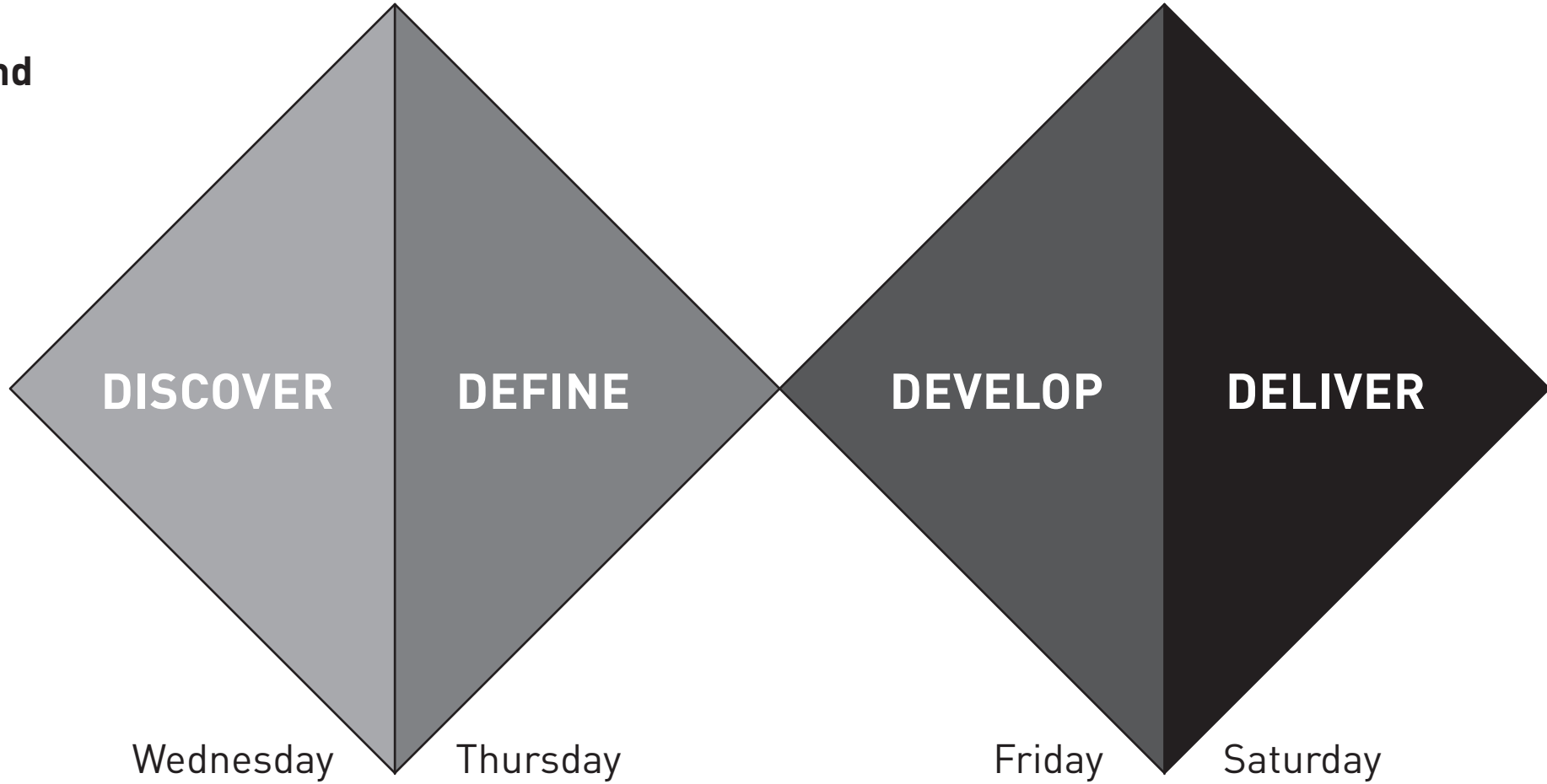
...encourage increased knowledge on the interaction of society, environment and economy.

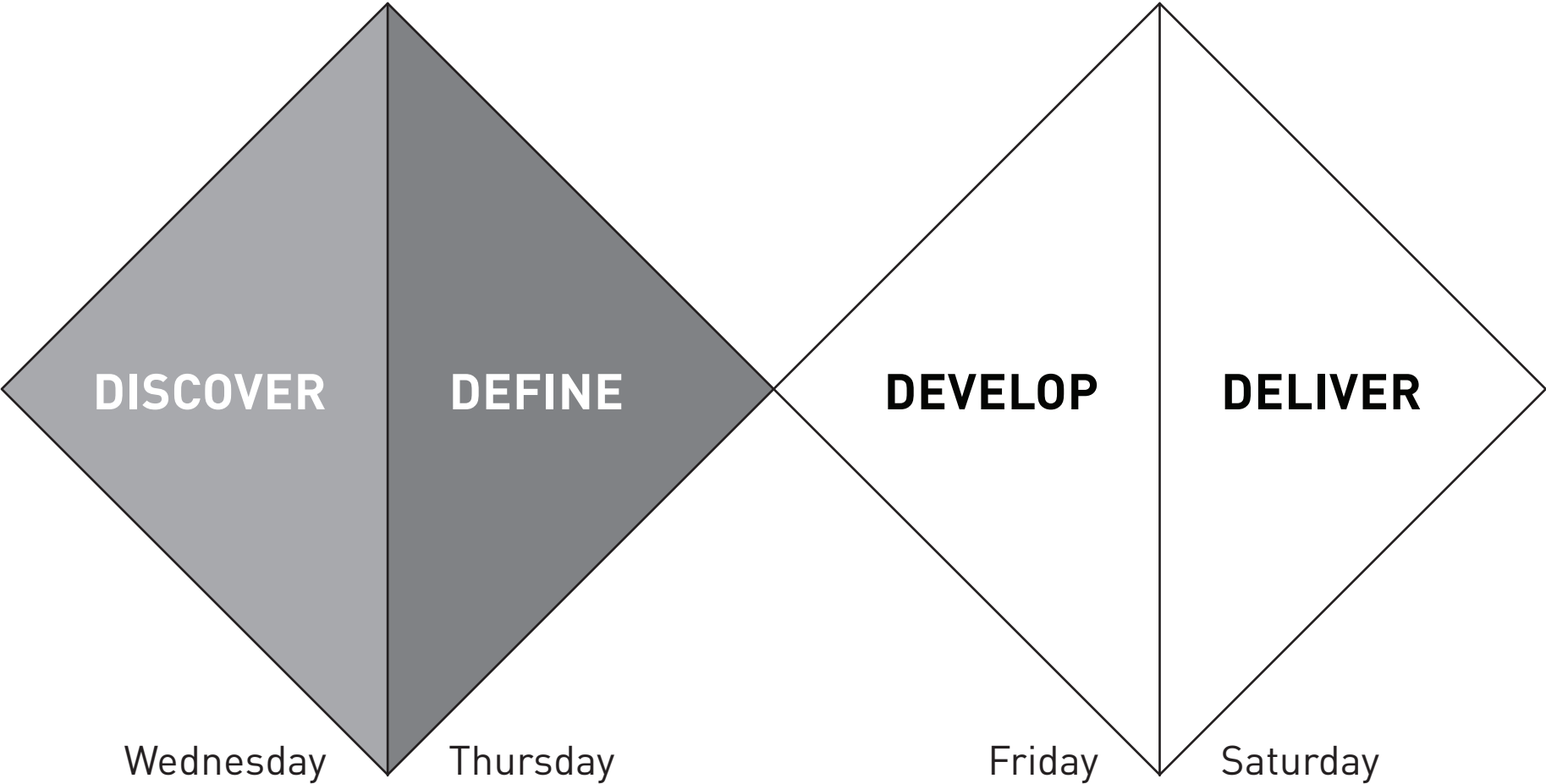
...strengthen the region's abilities to take on challenges and help make the region a leading one when it comes to the interaction of energy, environment and society with sustainability and value creation as a guiding light.

SUMMER SCHOOL 2018

PROCEDURE

Double Diamond





CONTEXT

SDG

Sustainability development goals



CONTEXT

MEGATRENDS

Education

Neo-ecology

Health

Silver society

PLACE

LAUGAR

LOCATION

106 habitants

Pingeyjarsveit municipality

Hringvegur road



LAUGAR
BIRDS VIEW



LAUGAR
MAP



LAUGAR SPORTS



LAUGAR INFRASTRUCTURE



PEOPLE

PEOPLE

LOCALS



PEOPLE
LOCALS

Halli



„Tourists are my income,
I would be happy to welcome
more of them.“

„We need to attract
more tourists
during winter.“

„We need to keep the young
sports talents in the village.“

PEOPLE
LOCALS

Oli



„I feel like Laugar is in the middle of attractions, but there is nothing to see in our village.“

„The public swimming pool is the social meeting point of the village.“

PEOPLE
LOCALS

Petur



„People get captured by the gold rush atmosphere.“

„We can't dictate where the tourists will go in the future.“

PEOPLE

TOURISTS



PEOPLE

TOURISTS

Couple from France



„We really enjoy the hot tub in our guesthouse.“

„We booked all our accommodations and activities in advance.“

PEOPLE
TOURISTS

Family from USA



„Free Wifi all over Iceland
would be great.“

„The Icelanders handle their
energy wastefully.“

STAKEHOLDER

STAKEHOLDER

LOCALS

Desires

More tourists

Show qualities of Laugar

Social exchange

Preserve tranquillity

Keep young people in village

Invest in agriculture

More housings

Pain points

Overrate potential of tourism

Tourism just seasonal

STAKEHOLDER

TOURISTS

Desires

Food, toilet, Wifi

Petrol station

Accommodation (with hot tub)

Disconnect, relax, enjoy

Pain points

Waste of energy

Geothermal energy not necessarily
has to be used

STAKEHOLDER

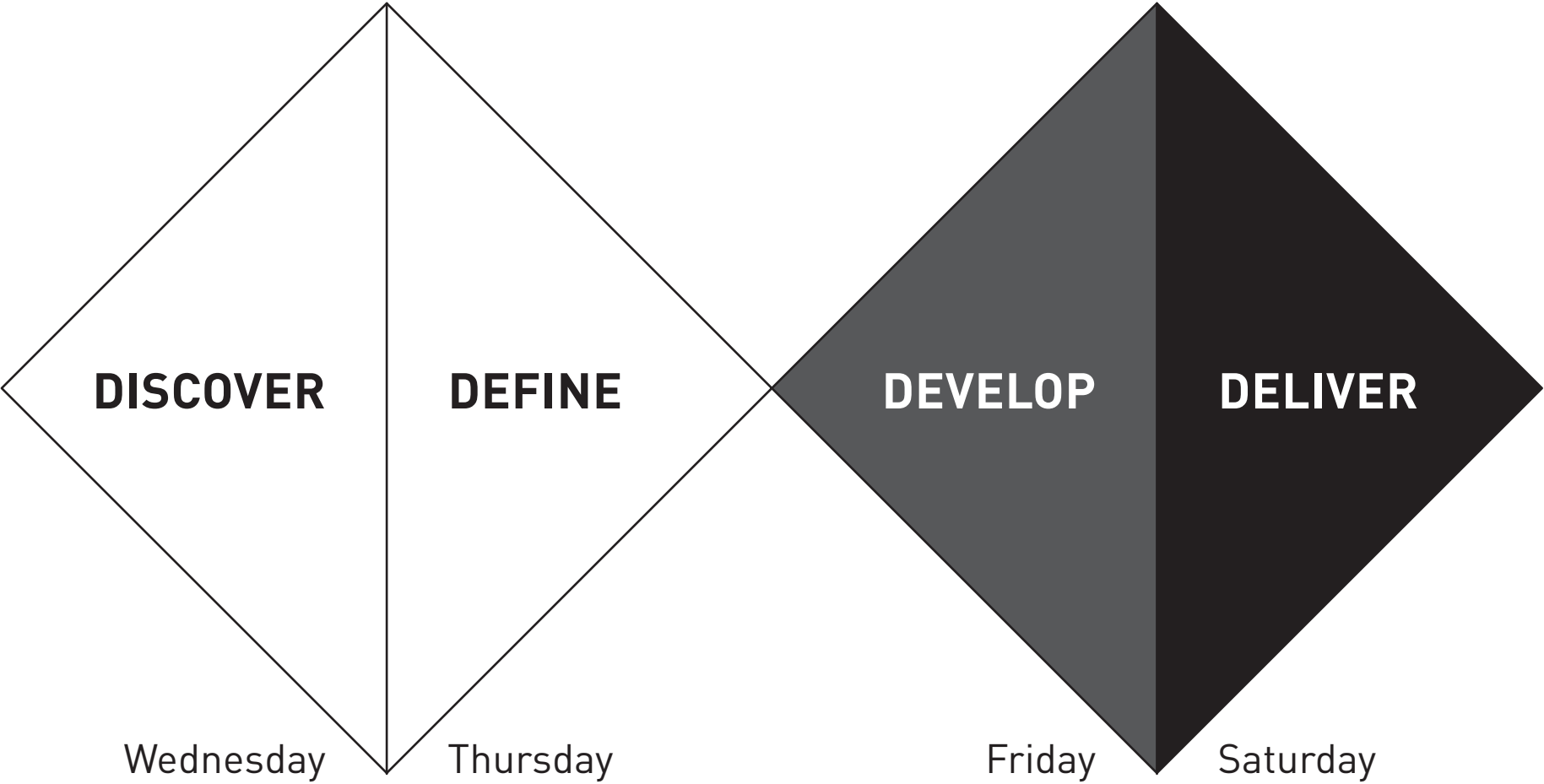
KEY LEARNINGS

Sports

Community

Education

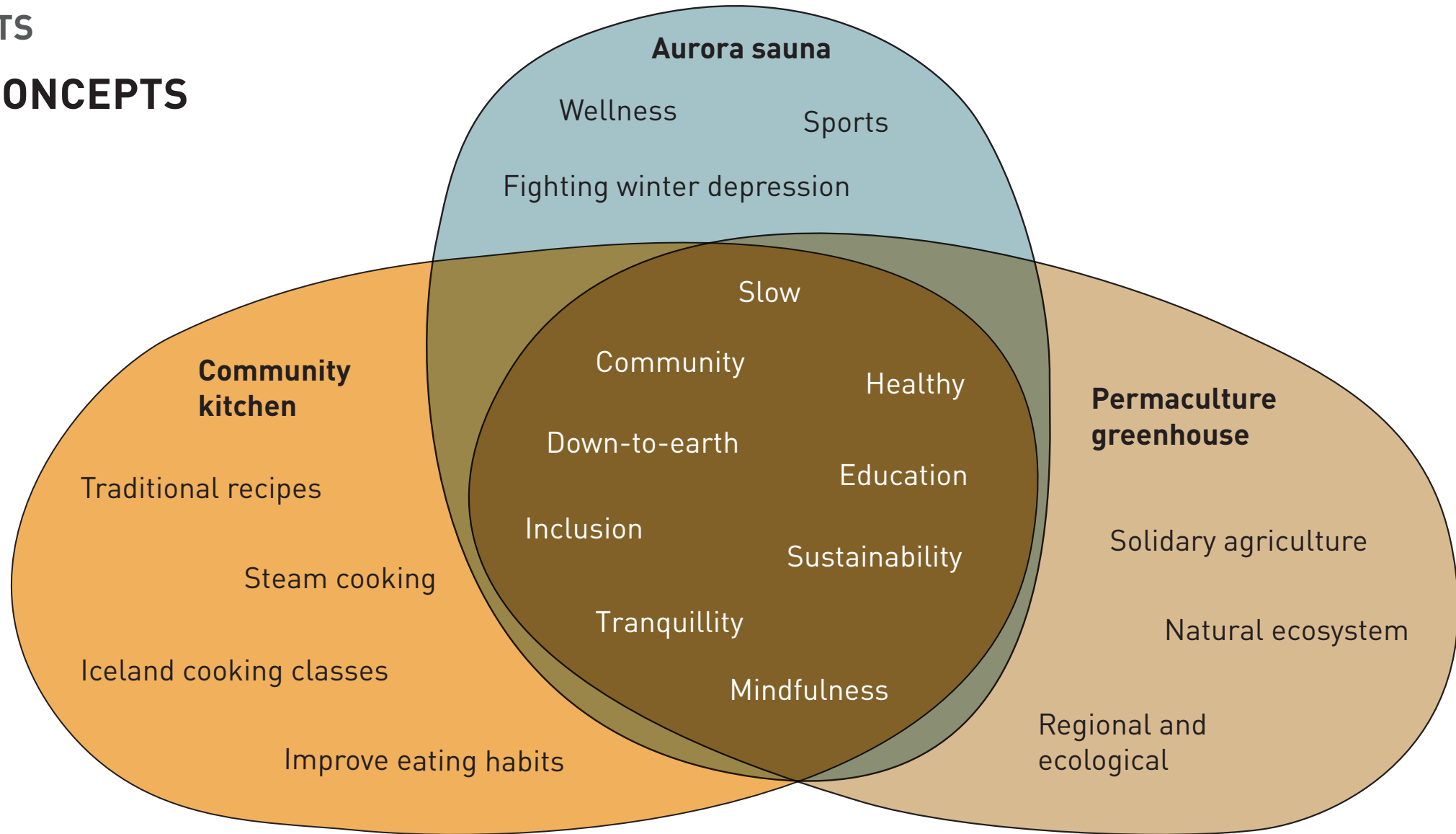
Tranquillity



CONCEPTS

CONCEPTS

MAIN CONCEPTS



CONCEPTS
LOCATIONS



Aurora sauna

Community kitchen

Permaculture greenhouse

CONCEPTS

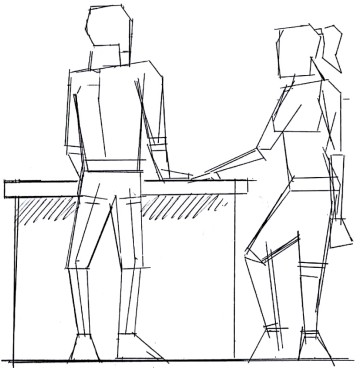
COMMUNITY KITCHEN

For rent

Cooking classes for locals
and tourists

Inclusion cooking

Traditional recipes

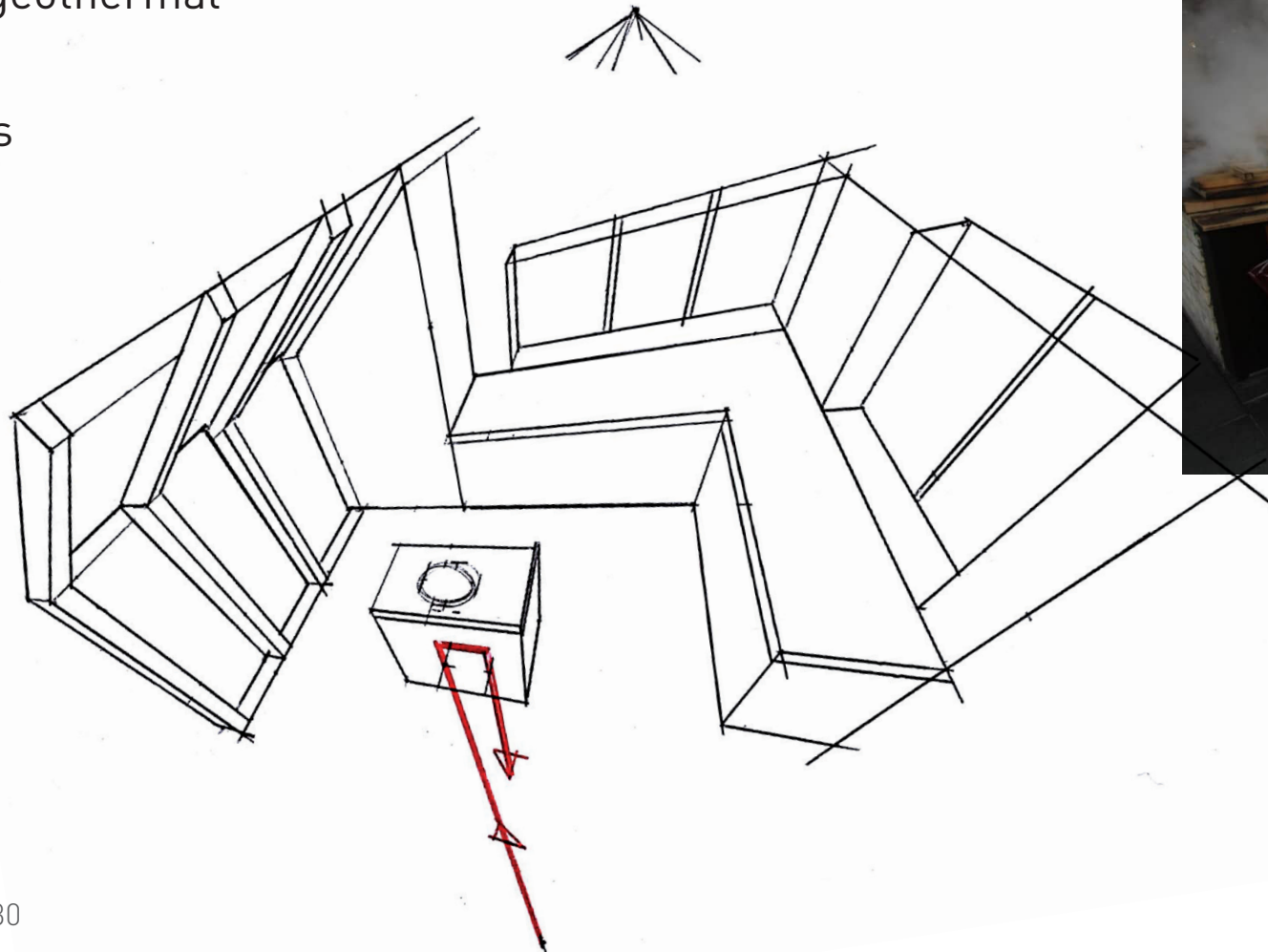


CONCEPTS

COMMUNITY KITCHEN

Steam cooking with geothermal energy

Improve eating habits

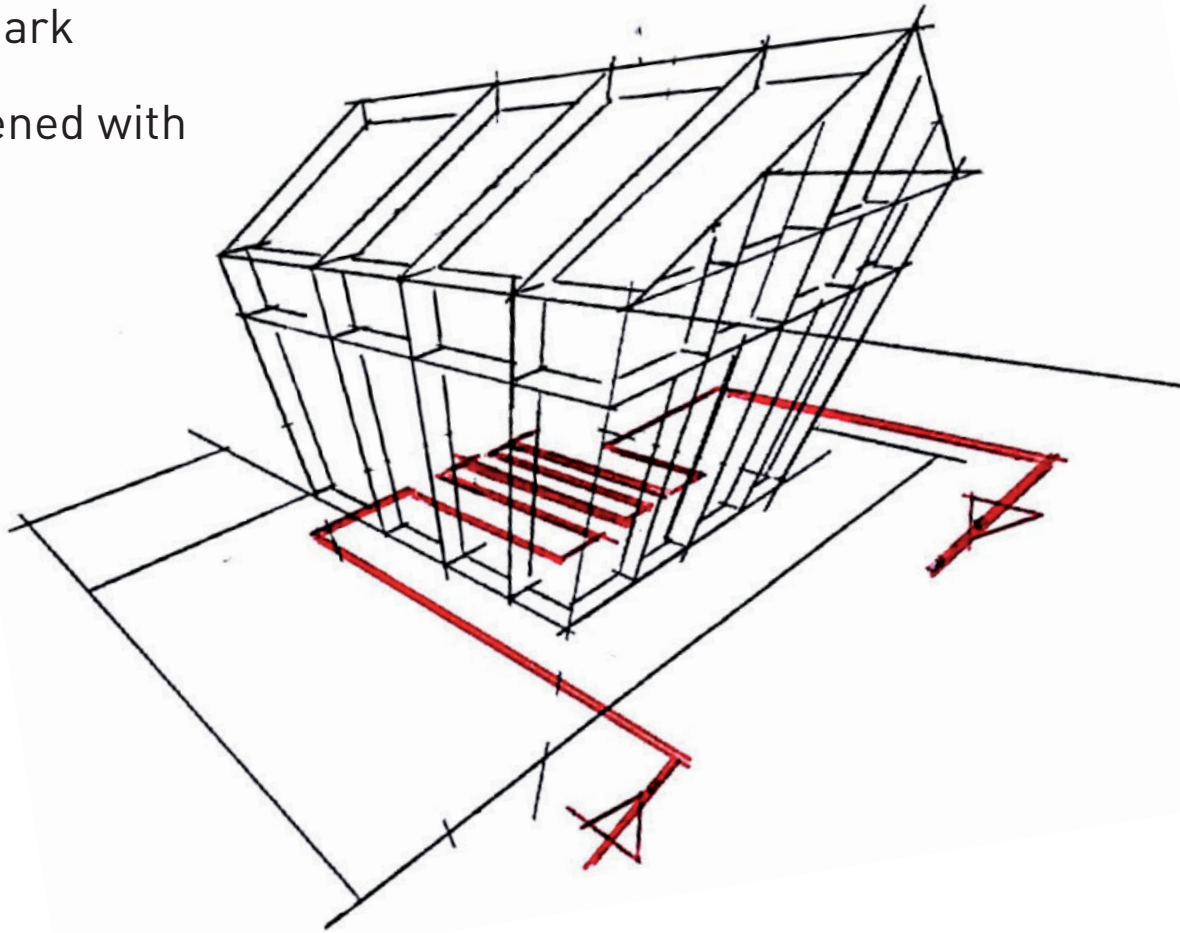


CONCEPTS

PERMACULTURE GREENHOUSE

Brightness in the dark

Heated and brightened with
geothermal power



CONCEPTS

PERMACULTURE GREENHOUSE

Solidary agriculture

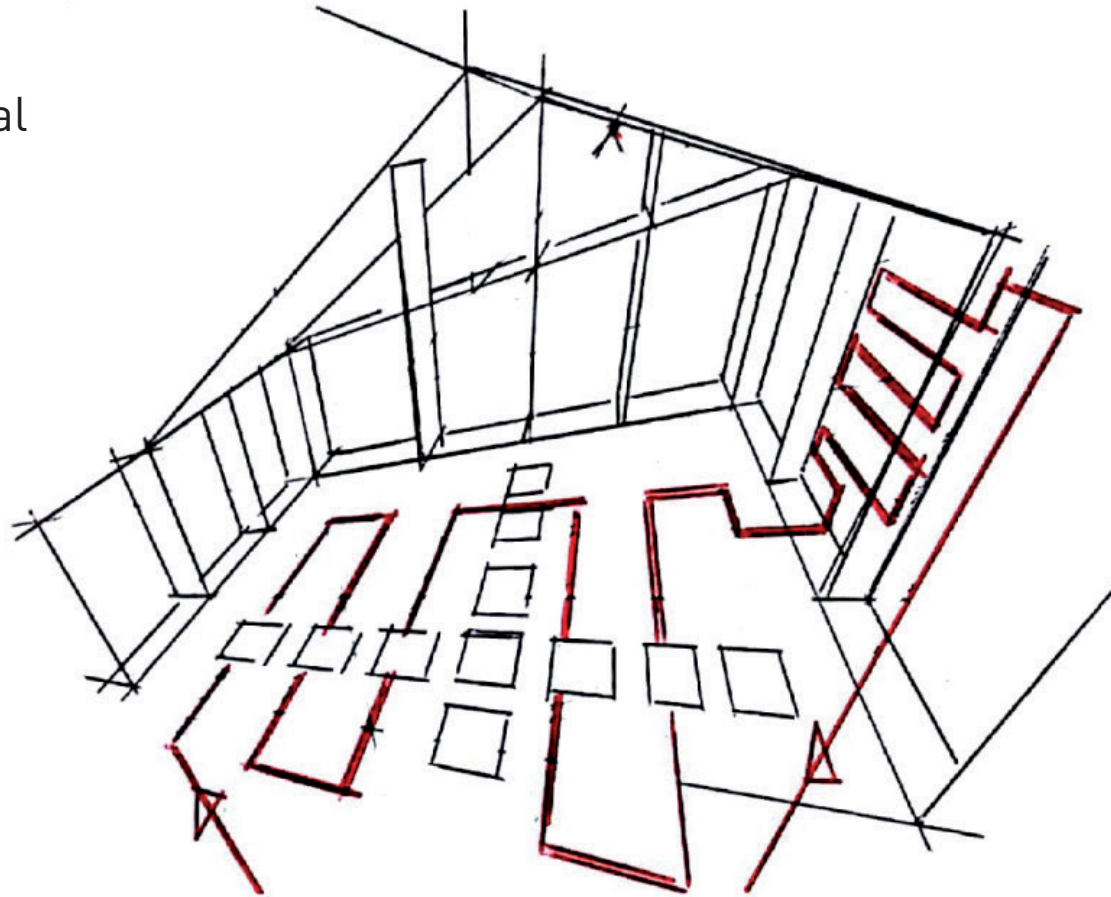
Natural ecosystem

Regional and ecological

Education

Healthy food

Awareness



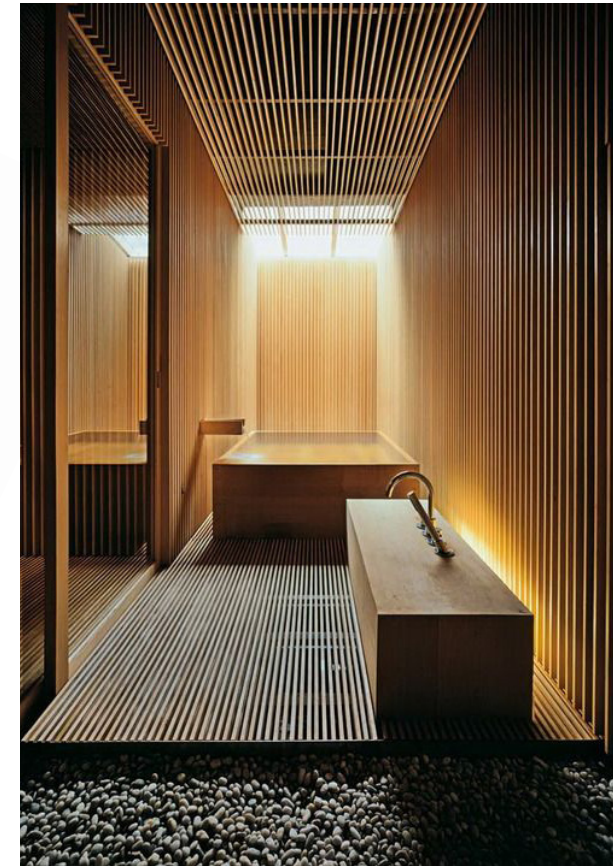
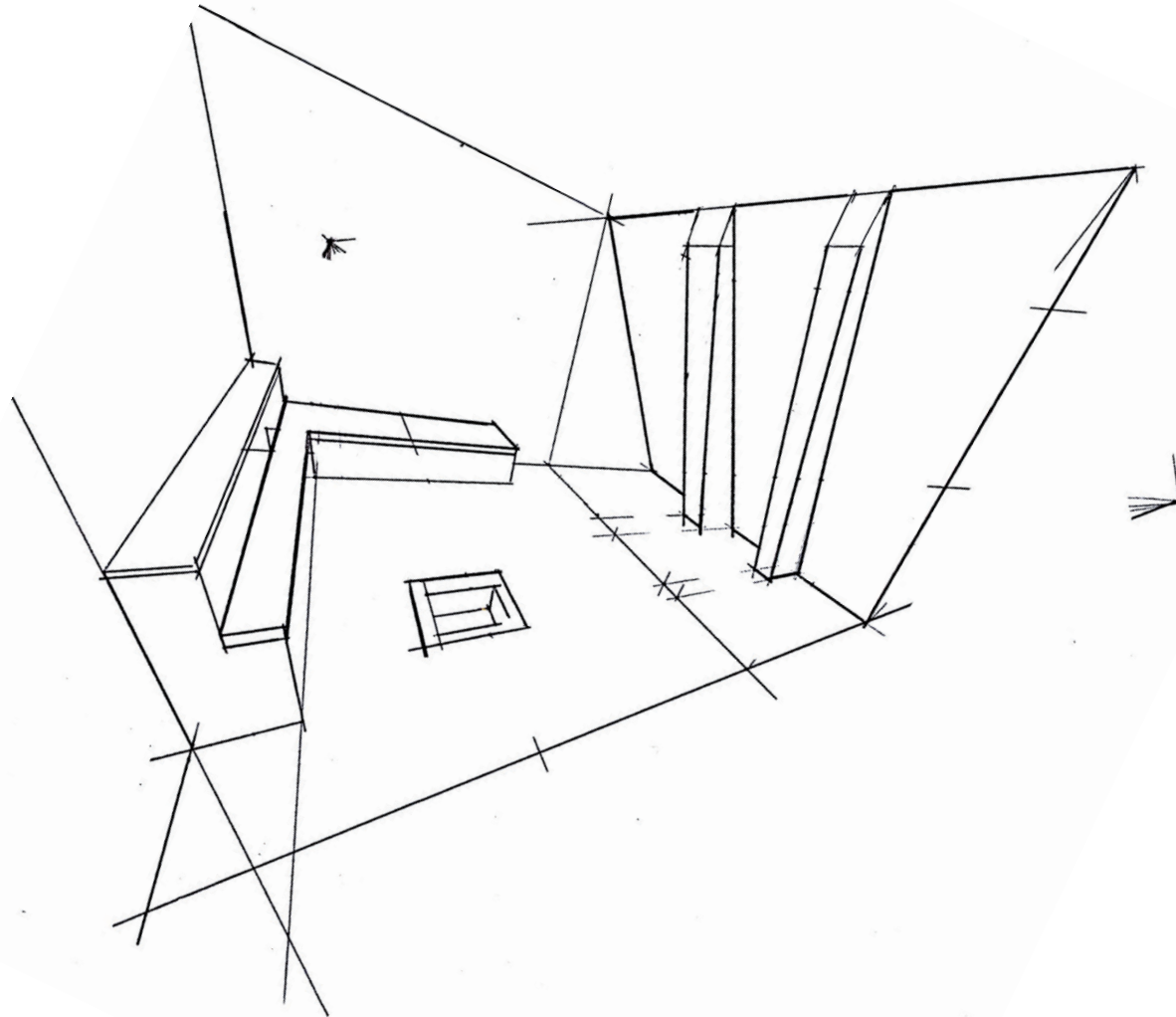
CONCEPTS

AURORA SAUNA

Wellness

Sports

Community



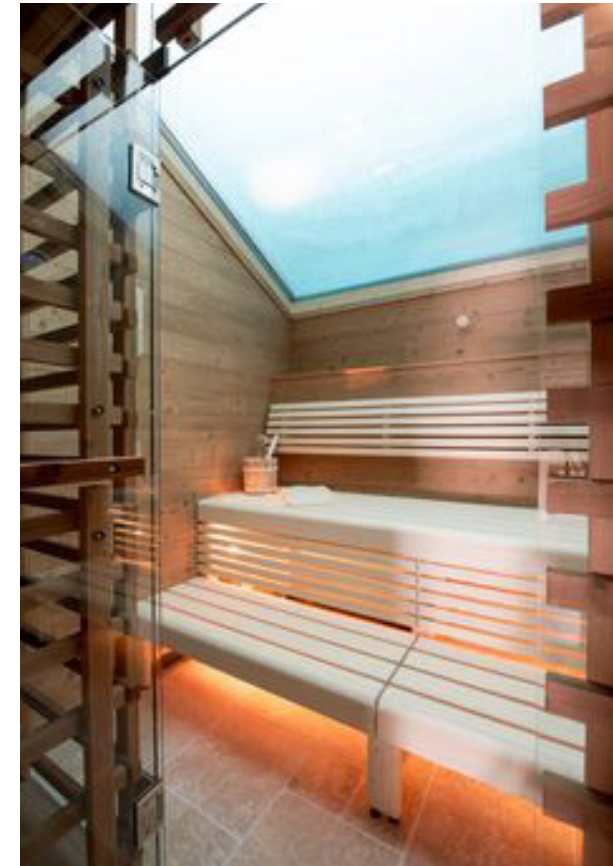
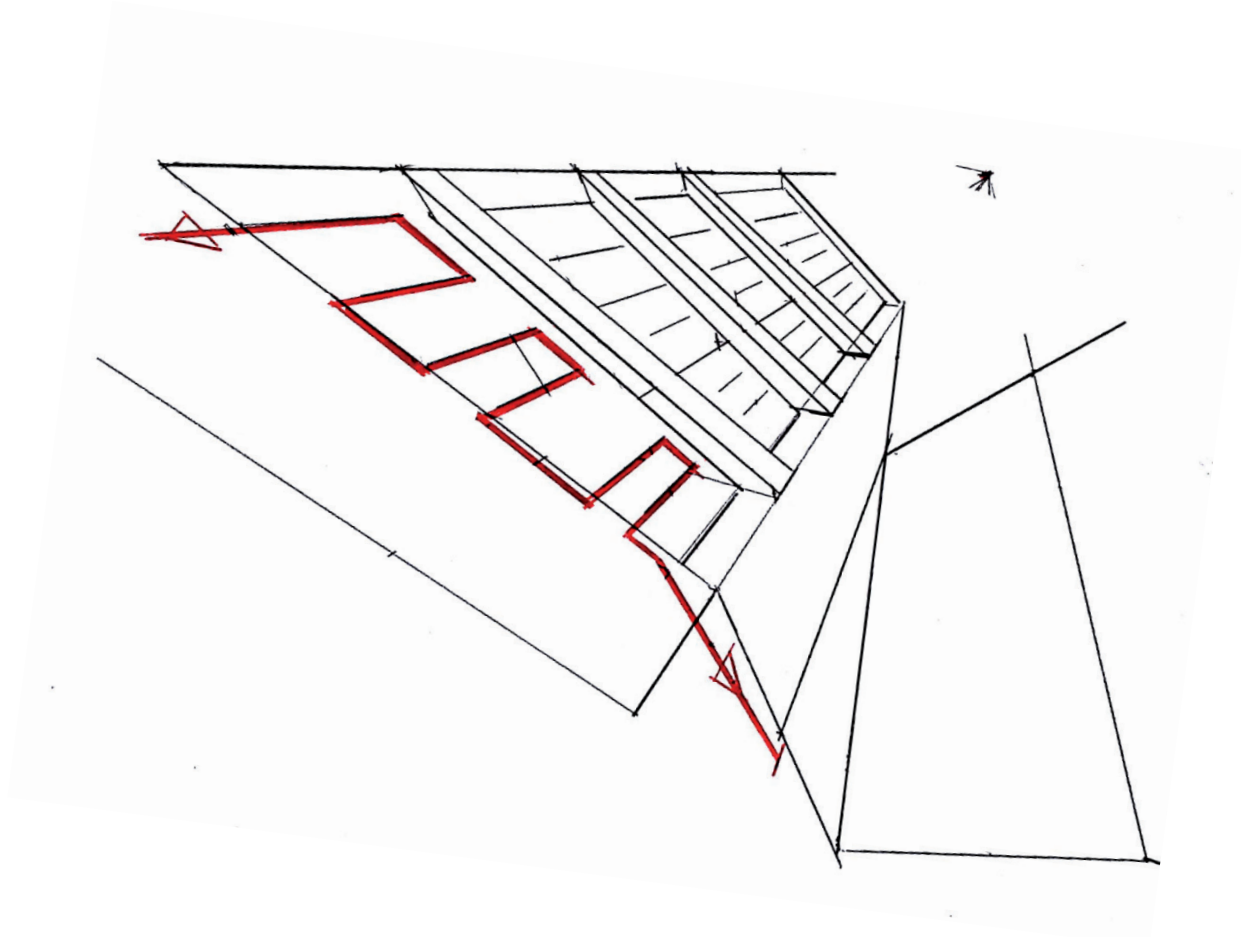
CONCEPTS

AURORA SAUNA

Daylight imitating lamps for vitamin D production

Fighting winter depression

Heated glass roof for aurora and star watching



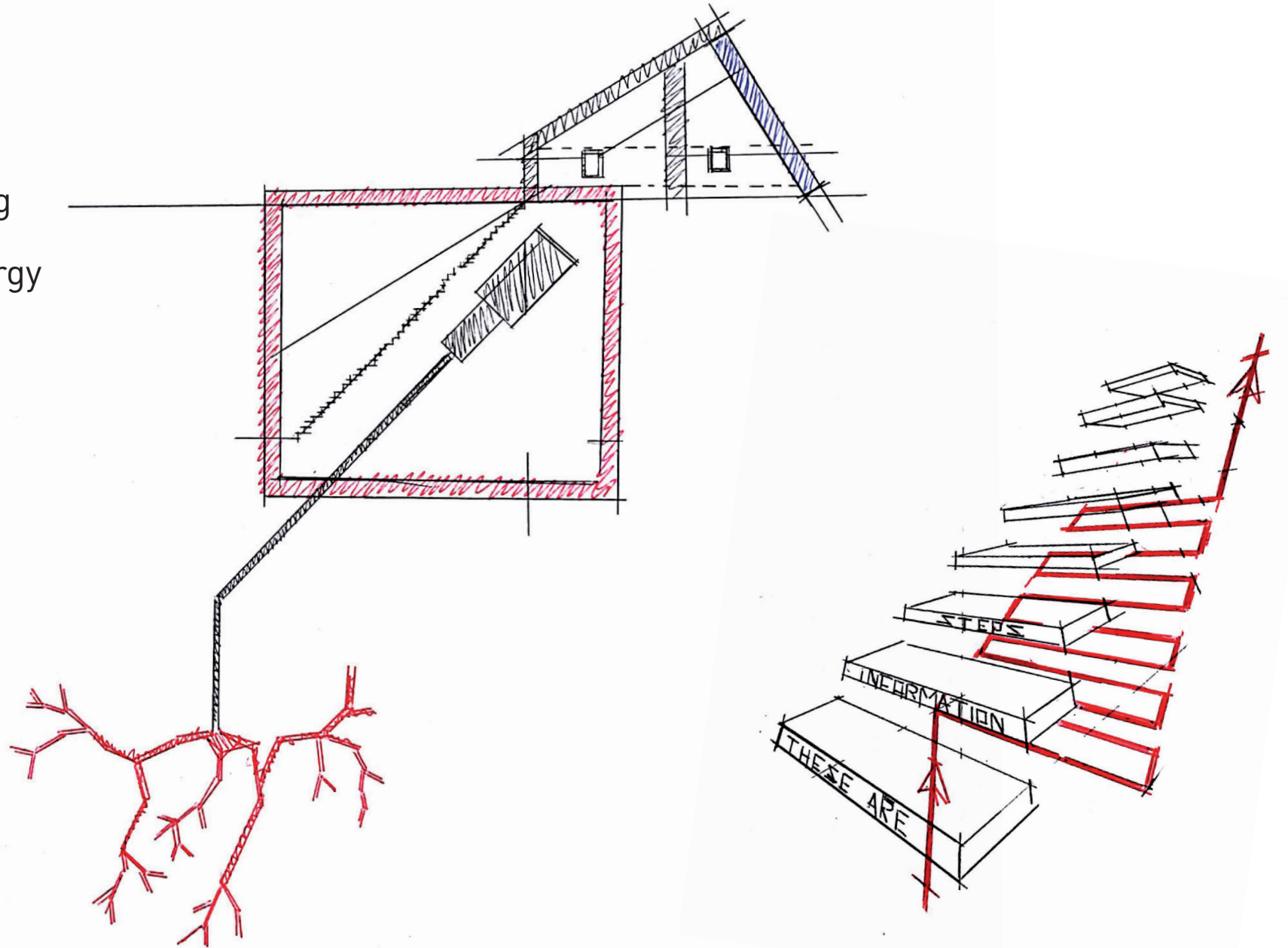
ADDITIONAL FEATURES

ADDITIONAL FEATURES

INFORMATION STEPS

Reflective entering of building

Transparent geothermal energy process



ADDITIONAL FEATURES

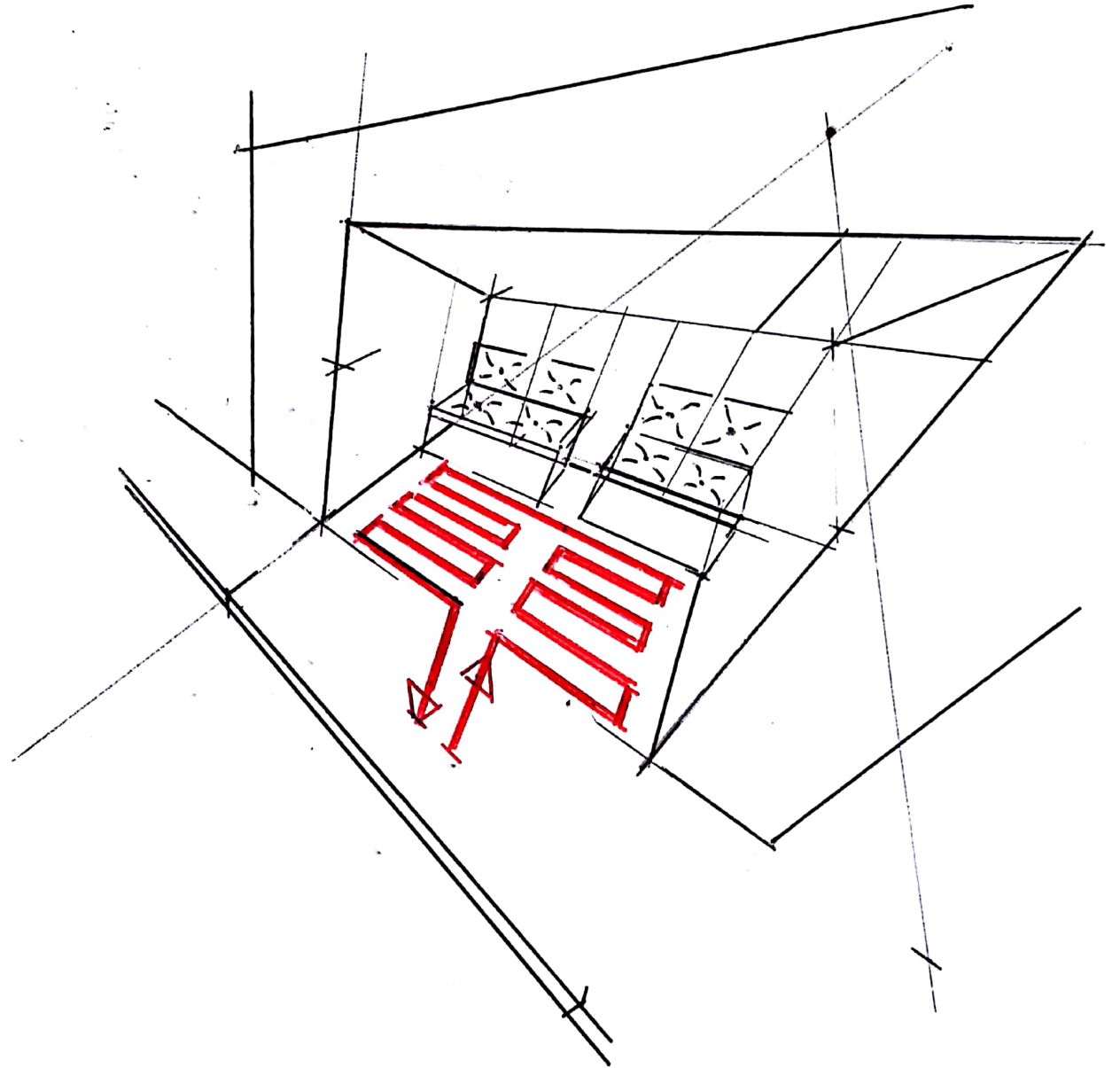
COSY SHELTER

Placed in nature

Shelter for wind and cold

Enjoy heat of sun and geothermal power

Add information about benefits of geothermal energy



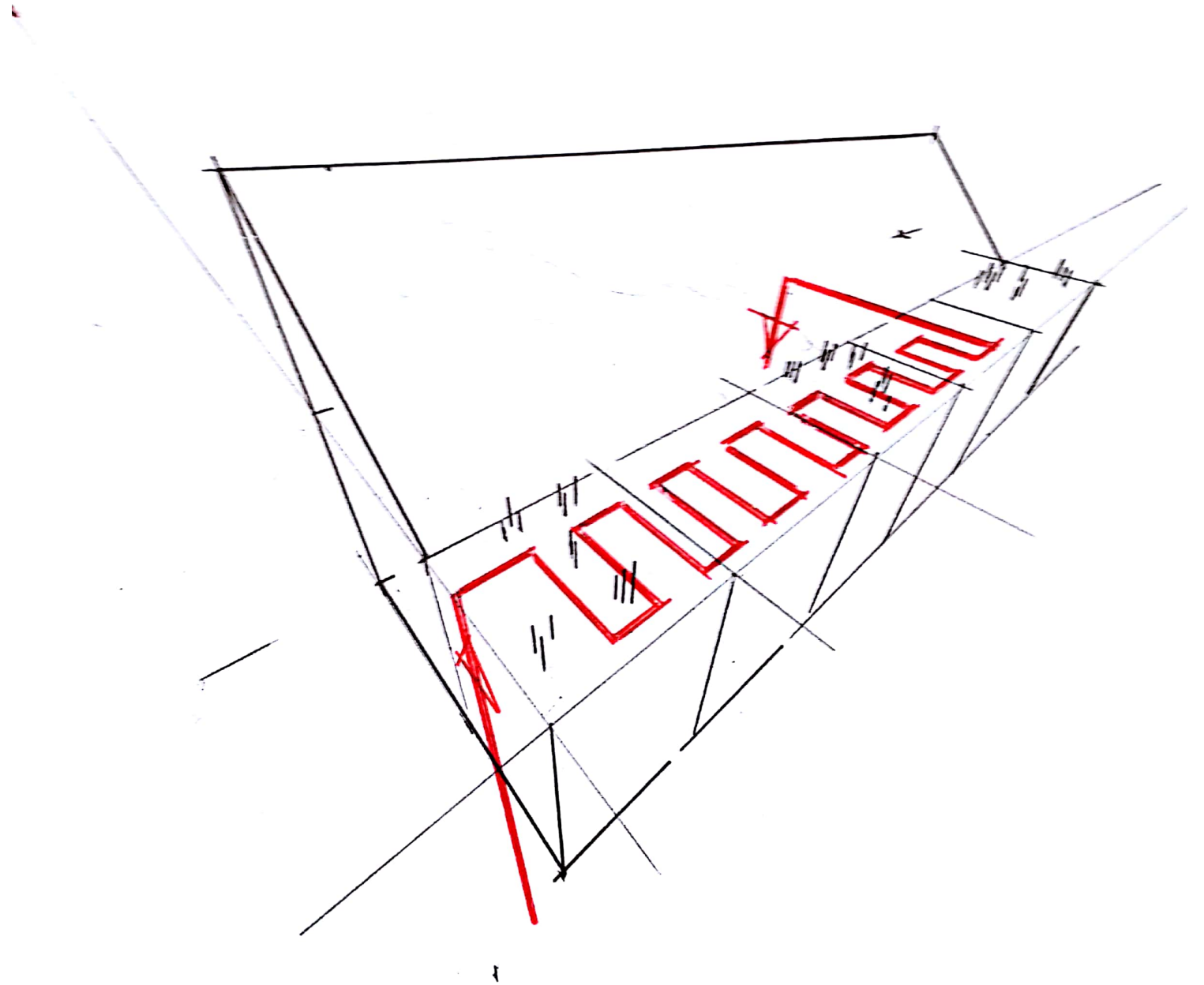
ADDITIONAL FEATURES

BAREFOOT PATH

Placed in nature

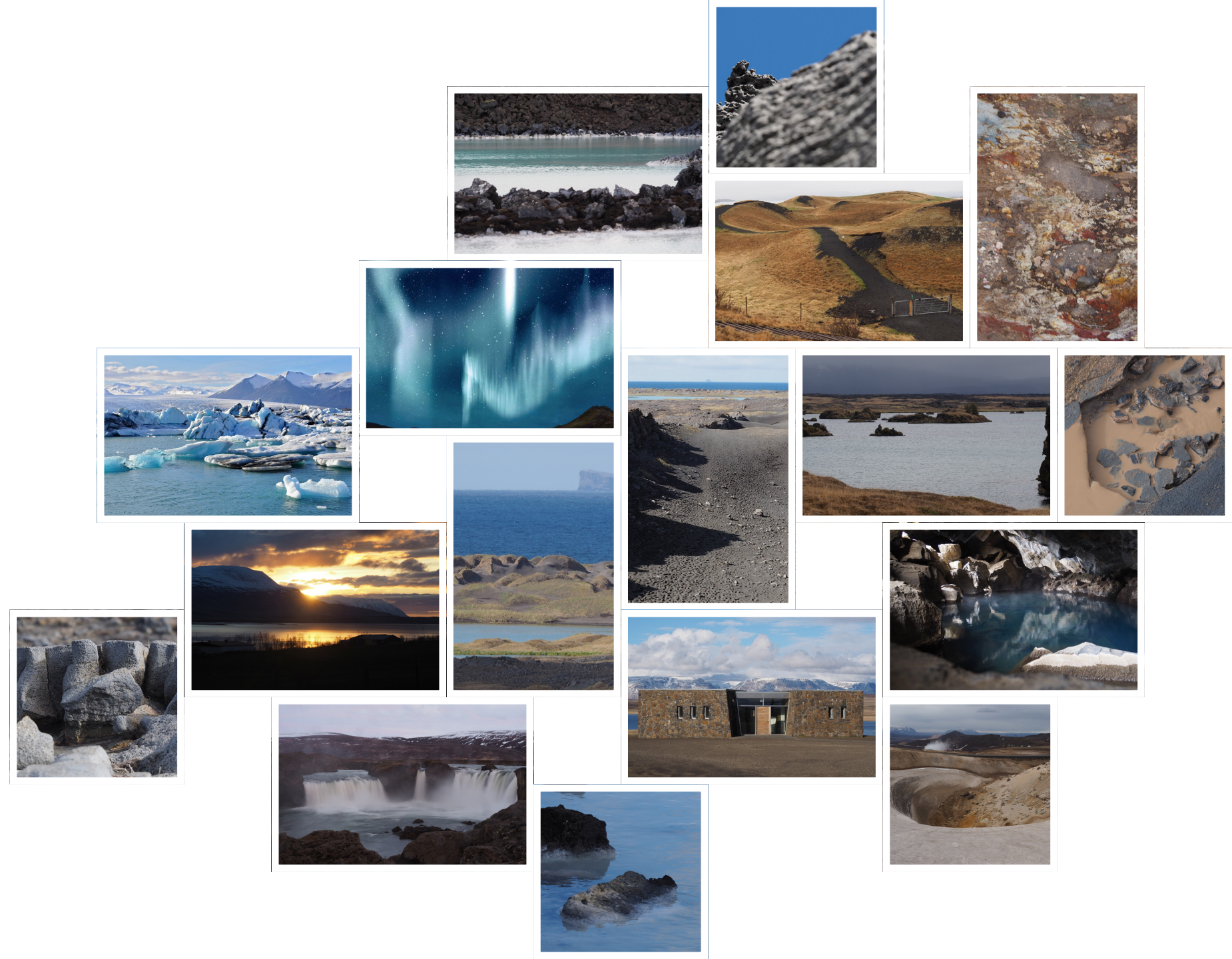
Experience different underground materials of Iceland

Show power of geothermal energy

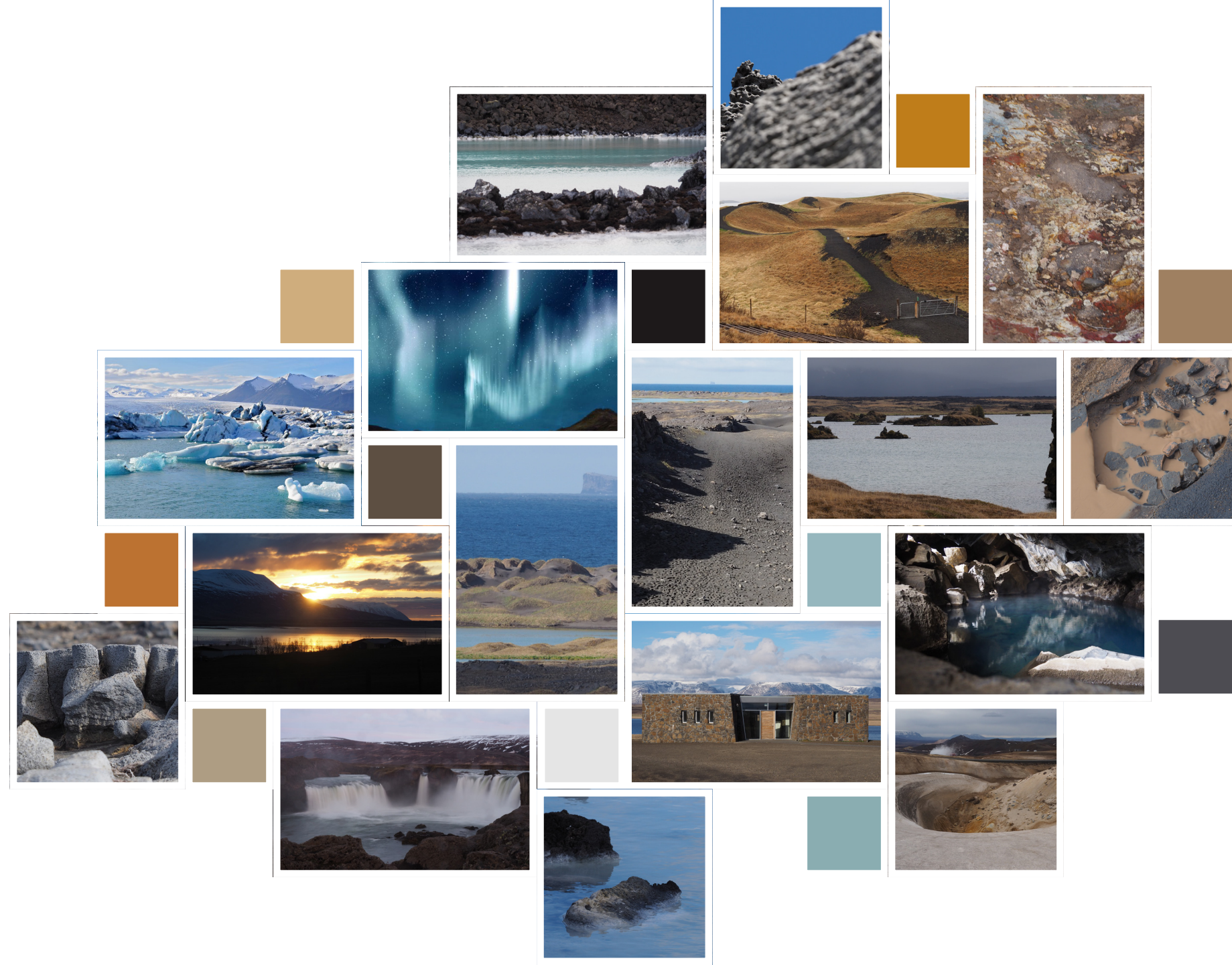


LOOK AND FEEL

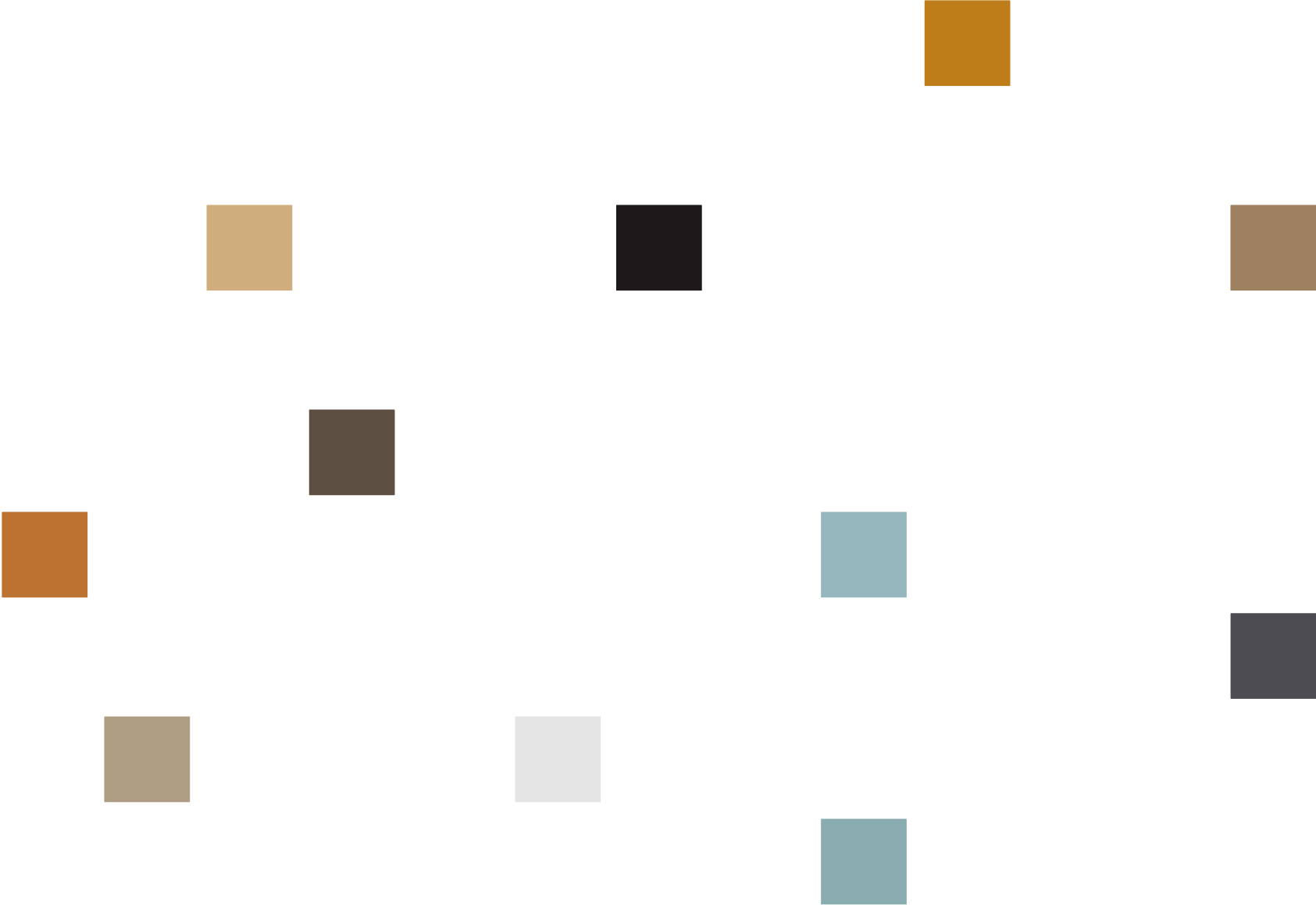
LOOK AND FEEL ICELAND'S NATURE



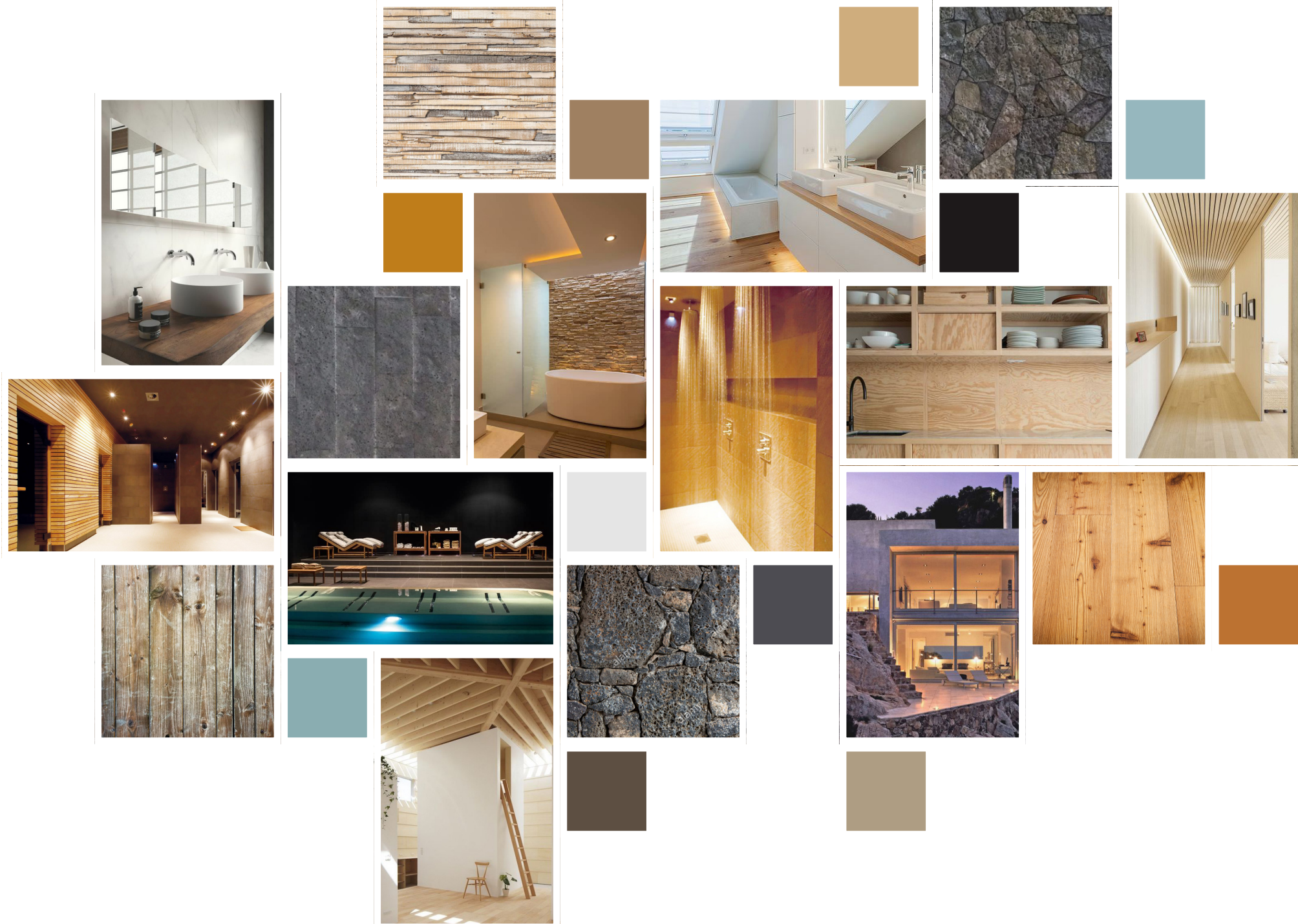
LOOK AND FEEL ICELAND'S NATURE



LOOK AND FEEL
COLOURS



LOOK AND FEEL MATERIALS



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CONCLUSION

Modular ideas

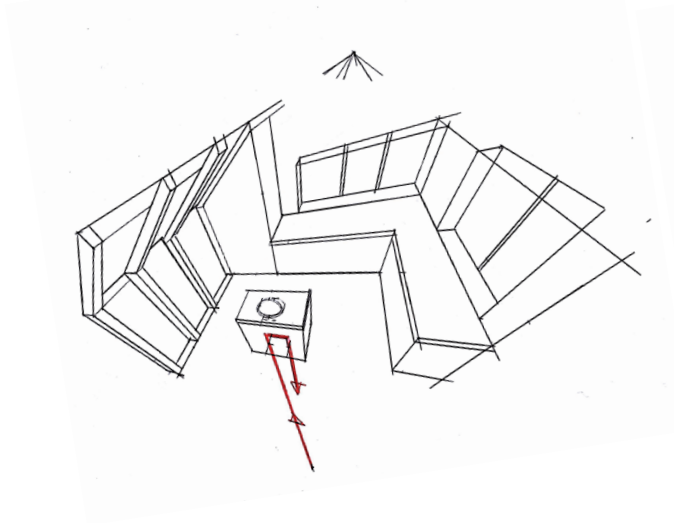
Needs of the stakeholders

Spirit of Laugar

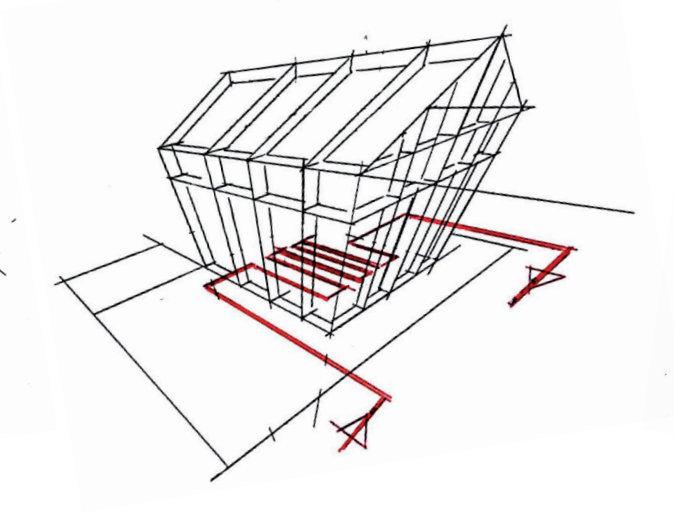
Generation of values

EIMUR's goals

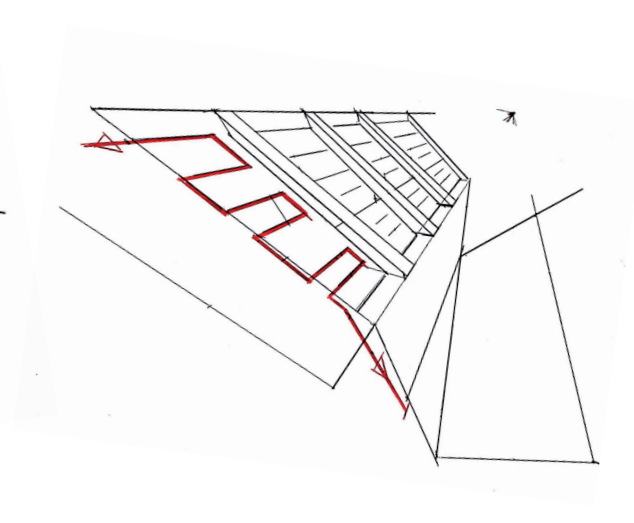
Community kitchen



Permaculture greenhouse



Aurora sauna



THANK YOU