



SPRING
BREYK
JAVIJK

onward travel + aiga + iceland 2015

march 7-15, 2015

an international design experience

ONWARD
TRAVEL.CO

The scenery is just the tip of the iceberg.

International designers. Inspiring talks. Glaciers. Volcanoes. It's a dazzling landscape of people, ideas, and panoramas, and the only thing missing is you. Join AIGA members from across the country to attend Reykjavik's sixth-annual design festival, DesignMarch. From fashion to furniture and architecture to food design, the festival showcases the best of the local design scene alongside lectures by internationally acclaimed designers and the foremost local design thinkers.

Sponsored by the Iceland Design Centre, this is Iceland's most important annual design festival, and this year's event will be the largest and most significant yet. The most northerly capital in the world will become one big venue for design, giving us a once-in-a-lifetime chance to build ties with AIGA members from other regions and designers from other parts of the world.

Who should go on Spring B'Reykjavik?

This adventure is perfect for anyone in a creative profession or those looking for an out of the box experience. It's a week of cultural immersion and education centered around the DesignMarch festival with great food and excellent company mixed in. Reykjavik is a dynamic capital city and we'll see it from the inside out, connecting with entrepreneurs and a full spectrum of design professionals. If you're interested in connecting with fellow AIGA members and participating in a unique, exciting experience in a Nordic country, please join us.

Professional Development

Spring B'Reykjavik is an eye-opening, engaging, design-centered experience. Make professional contacts, both with fellow AIGA contingency members and with other international designers attending DesignMarch. Listen to global leaders share their perspectives and dig in to Nordic culture. This experience will open your mind and add to your repertoire. Sounds valuable to us. We hope your boss agrees.

Lodging

We've selected two lodging options that are well located and unique to our destination, but offer different price points.

- [Kex Hostel](#): A stylish choice featuring clean, comfortable accommodations in an old biscuit factory. Count on a nice breakfast and a fun, lively common area with microbrews and tasty food.
- [Hotel Alda](#): A brand new boutique hotel just a block from Kex. Enjoy views over Reykjavik, quiet private lodging, and a refreshing Nordic vibe.

Trip Cost

You get to Iceland and we do the rest. Cost is inclusive of all components for an amazing week in Iceland. Total pricing based on your lodging preference.

- Kex Hostel: \$2,575 (based on quadruple occupancy)
- Kex Hostel: \$2,700 (based on double occupancy)
- Kex Hostel: \$2,900 (based on single occupancy)
- Hotel Alda: \$2,900 (based on double occupancy en suite bath)
- Hotel Alda: \$3,425 (based on single occupancy en suite bath)

Price increases by \$75 if booked after November 15. Registration deadline is January 15, 2015. Additional room options can be viewed on the registration form. Suites are available at Hotel Alda, contact Onward if you're interested. *Please note that air travel is not included and a current passport is required for travel to Iceland.*

Trip Inclusions

- Most meals: daily breakfasts, five lunches, and four dinners.
- Airport transfers and ground transportation to/from all scheduled activities.
- Seven nights accommodations at Kex Hostel or Hotel Alda.
- Activities as outlined in the itinerary: Blue Lagoon, Reykjavik Walking Tour, Harpa Backstage Tour, Art Museum Hafnarhus, Golden Circle experience, GeoGourmet outing, Reykjanes ATV and caving, and more!
- DesignMarch Festival: Design Talks, Reykjavik Fashion Festival, opening parties, festival guidebook and special dining experience.
- Travel suggestions, local interpretation, and dedicated Onward Travel guides.

There are a few optional activities offered. If you want to join those activities, select the activities on your registration form and the activities will be included on your invoice.

To Register

Visit onwardaiga.com to complete the registration form and submit payment. \$500 deposit due upon booking, balance due by January 15, 2015.

Air Travel

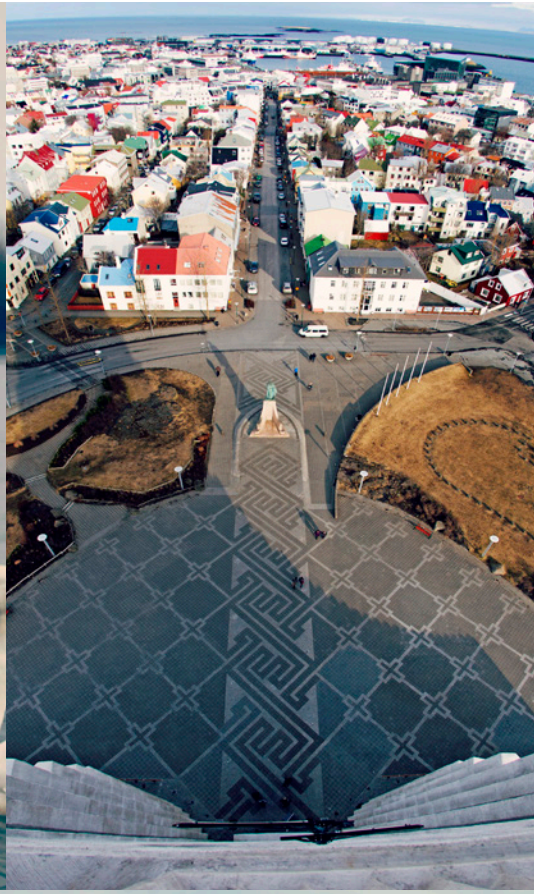
Flights are not included with the tour package but Onward Travel is happy to assist. Icelandair offers convenient, direct flights from the following cities: Denver, Washington D.C. (Dulles), Seattle, Boston, New York (JFK), Orlando (Sanford) and Atlanta. Reasonable options with connections are available from all U.S. cities. All international flights to Iceland arrive between 6-7AM so the group will convene at Keflavik International Airport the morning of Sunday, March 8.

About Iceland in March

The days are getting longer rapidly in March and it's starting to warm up, but it'll still be winter in Iceland during our visit. Bring warm clothing and plan to wear layers. Rain gear and winter boots are necessary. There is a good chance of seeing the Northern Lights during this time of year. The winter landscape is invigorating and Icelanders believe there is no poor weather, just poor clothing choices. Sunrises at 8am and sunset at 7:15pm.

Other Travel Information

- Passports are required for American citizens to travel to Iceland. Visas are not required. To apply for a passport, visit <http://travel.state.gov/> passport. Note your passport should be valid for at least six months beyond the date of travel.
- To determine the current exchange rate, Google "USD to ISK."
- Onward Travel will issue travel insurance information to all travelers. It is highly recommended that you select travel insurance.



SPRING B'REYKJAVIK
Itinerary



ONWARD
TRAVEL.CO

Itinerary

SATURDAY, MARCH 7 ~ TRAVEL DAY

Today you'll board a transatlantic flight from your home city to Reykjavik ... safe travels!

SUNDAY, MARCH 8 ~ WELCOME TO ICELAND!

Welcome to Iceland! Upon arrival, your Onward Travel guides will be waiting for you at Keflavik Int'l Airport with a private bus. We'll have a full brunch and then see a bit of the Reykjanes Peninsula, known for its lava fields and geothermal activity. Mid-morning we'll head to the Blue Lagoon's famous, bright blue, wellness-promoting-waters, to let the jetlag soak away. *Optional activity: Body treatments and massages are available at the Blue Lagoon. Contact Onward for a list of available services.*

We'll check in at our accommodations for some brief R and R. Tonight, we'll gather as a large group to get acquainted and enjoy a gourmet six-course Icelandic feast at Forréttabarrinn. Meet designers from across the country and toast the fantastic week ahead. *Breakfast and dinner are included.*

Note: For the next three days you'll be split into groups of approximately 10 travelers for a more intimate experience. Groups will alternate activities so you will do everything, but not necessarily in this order.

MONDAY, MARCH 9 ~ REYKJAVIK IMMERSION

We'll start our day enjoying the best coffee in Iceland at Reykjavik Roasters then head across the street to Hallgrímskirkja Church where we'll ascend the steeple and enjoy sweeping panoramic views of the city. Then we'll meet up with Hannes, an Icelandic creative director, for a walking tour of Reykjavik. We'll learn the history of the city from a designer's perspective and stop by Reykjavik Letterpress for a special souvenir.

Lunch will be lobster soup and grilled fish kebabs at Saegreifinn, a harbor-side restaurant owned by a retired fisherman. We'll spend the afternoon viewing contemporary art at Reykjavik Art Museum Hafnarhus, complete with a private guided tour.

Tonight's special group dinner honors Iceland's dedication to healthy, high quality food. We'll dine at Glo Laugardagar, one of several raw food restaurants owned by Solla Eiríks. The food is beautiful and makes you feel amazing, too. *Breakfast, lunch, and dinner are included.*

TUESDAY, MARCH 10 ~ ARCHITECTURAL EXPLORATION & A GEOGOURMET EXPERIENCE

We'll start the day at Harpa, an iconic Reykjavik concert venue and event center. The glass facade was designed by renowned artist Olafur Eliasson and features kaleidoscopic reflections of the city and landscape. We'll enjoy a behind the scenes look at Harpa.

Then it's time to explore sustainability Iceland-style. We'll visit the Hellisheiði Geothermal Power Plant and the Geothermal Energy Exhibition to learn about sustainable green energy as a global energy source. Iceland's soil isn't very fertile because of the volcanic activity so greenhouses are the answer. To learn about this, we'll visit a farmstead that grows tomatoes and breeds Icelandic horses. We'll enjoy tomato soup surrounded by plants in the greenhouse and get acquainted with the horses. Next we'll visit a strawberry farm for samples (yes ... strawberries in March!) before it's off to the Secret Lagoon, a private natural hot spring, where we'll soak and use funky Icelandic-designed floaties.

After our rejuvenating afternoon together we'll return to Reykjavik where the evening is yours. *Breakfast and lunch are included.*

Continued on next page.

Itinerary (continued)

WEDNESDAY, MARCH 11 ~ TOURING THE GOLDEN CIRCLE

An Icelandic excursion is not complete without a day of outdoor adventure. The 2014 group's favorite day was spent exploring Iceland's scenic highway, The Golden Circle... so today you're in for a treat.

Don your layers and meet your guide, Gudni. The Golden Circle experience begins at Þingvellir National Park, the site of the oldest parliament in the world where the great Atlantic rift is clearly visible. We'll walk through the national park and take in the phenomenal landscapes, making our way to a nutritious farm to table lunch at a dairy farm where one of Iceland's most revered culinary exports, a type of yogurt called skyr, is out of this world.

Then it's off to the world famous Geysir geothermal area where we'll watch geysers erupt and hike up a hill to breathe in the view. Our next stop on The Golden Circle will be the magnificent Gullfoss waterfall where the power of the water can be felt through the air.

After the day spent exploring nature, we'll relax at the sleek Laugarvatn Fontana Steam Baths where locals have been enjoying the healing powers of the lakeside natural geothermal heated steam baths for nearly a century. Find a temperature that suits you and enjoy the view. We'll return to Reykjavik early evening, with plenty of time to freshen up, grab a bite to eat, and hit the town. *Breakfast and lunch are included.*

THURSDAY, MARCH 12 ~ DESIGN TALKS & A CATERED COCKTAIL PARTY

Today the festival begins! Design Talks is an inspiring day of presentations by prominent design thinkers and we'll spend the day soaking it in.

Exhibits and programs launch today all over Reykjavik as the city becomes a venue for design. Hit the pavement to catch some openings. We'll convene for an AIGA cocktail party, catered by Iceland's MasterChef Gunnar Helgi. Onward will extend invitations to various locals that have played a role in our experience. Mix, mingle, and toast this unique, creative experience. *Breakfast, lunch, and dinner are included.*

FRIDAY, MARCH 13 ~ DESIGN MARCH FESTIVAL IS UNDERWAY

Consult your 75+ page DesignMarch booklet of events and showings happening this weekend. Onward will offer a choice of activity this morning, depending on what's featured through DesignMarch. Attend a workshop, enjoy a gallery crawl, or skip town and go horseback riding. We'll also arrange optional studio visits with our network of local artisans. Selection to be made once DesignMarch program is live this winter. Spend the afternoon and evening as you please. *Breakfast is included.*

Optional activity: Northern Lights Hunt. Head South to the beautiful Frost & Fire Hotel in one of the most geothermally active areas of Iceland. Enjoy a multi-course meal and outdoor hot tubs while you await the mystical Aurora Borealis. Iceland has a daily "likelihood meter" for seeing the Northern Lights that you may consult to decide if you'd like to attend the hunt. + \$225.

Continued on next page.

Itinerary (continued)

SATURDAY, MARCH 14 ~ A FASHIONABLE DAY & DESIGN AT THE DINNER TABLE

You may wish to sleep in a bit after a festive Friday night before heading to Harpa for Reykjavik Fashion Festival. Iceland takes fashion seriously and it's great fun to see the design collections on the runway. Equally fun is checking out the attire worn by your fellow Nordic and Scandinavian fashion show attendees.

Our farewell dinner will be a specific multi-course event organized by DesignMarch. The exact content remains to be seen, but last year featured a gorgeous "Order to Effect" dinner where each course had a different effect on the body. Creativity and food will meet at the table tonight. *Breakfast and dinner are included.*

SUNDAY, MARCH 15 ~ ADVENTURE EN ROUTE TO THE AIRPORT

Your flight back to the U.S. will likely depart between 5-6pm so Onward has arranged a full day of activity to make the most of your last day in this spectacular country. We'll head back to the Reykjanes Peninsula where the airport is located for an ATV and caving adventure.

Drive an ATV along lava and black sand between two mountains and then up Mt. Hagafell for a view over the Blue Lagoon and the island of Eldey. Then pull on a caving outfit and headlamp and head into a lava tube cave. A once-in-a-lifetime experience! Along with adventure, a boxed lunch picnic and hot beverages will be provided. And no doubt, you'll be able to sleep on the plane after all this activity, dreaming of the amazing week you had in Iceland. *Breakfast and lunch are included.*

"After I graduated college, I wanted to kick myself for not participating in more study-abroad opportunities. It was so nice to have a pre-planned trip with a group of peers, with a knowledgeable guide and resources like lodging already arranged — plus lots of learning and professional development. After college, it seemed like opportunities like that didn't exist anymore — but that's EXACTLY what Onward Travel is doing, and it's awesome. It's basically study abroad for professionals."

—*Abby Peters*

AIGA West Michigan, 2014 Spring B'Reyker

Questions?

For more information, please email us at letsgo@onwardtravel.co or call Molly Crist at 267.825.5880.