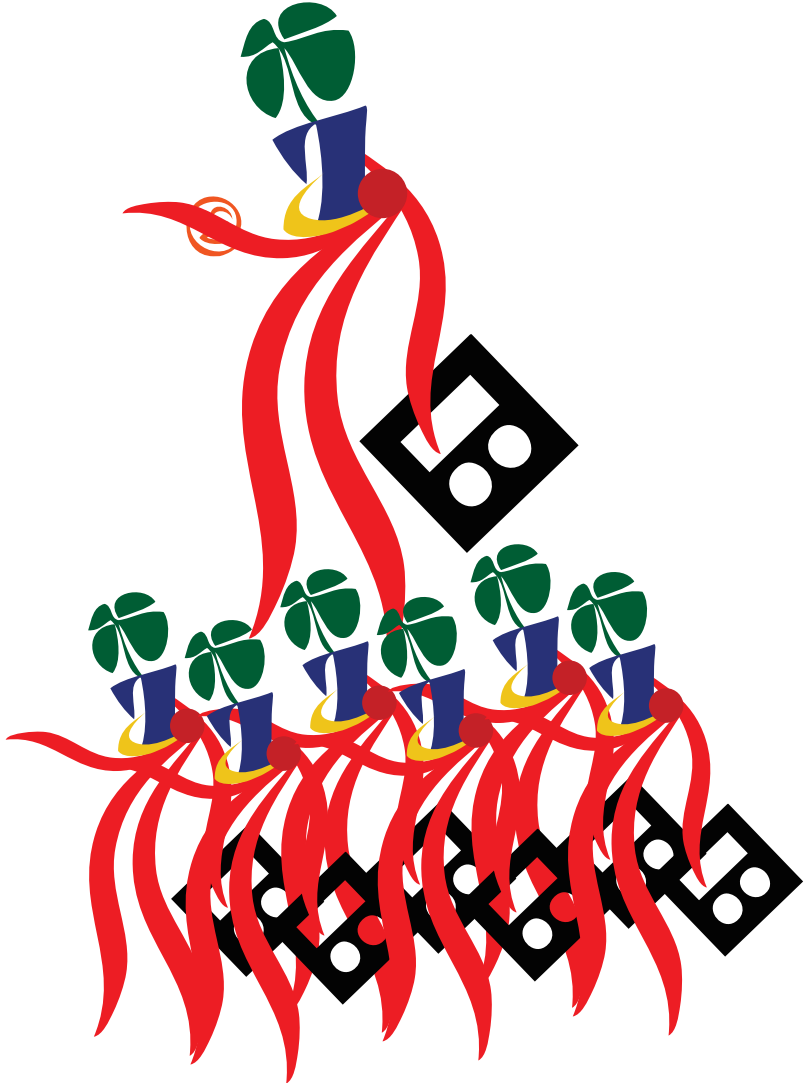
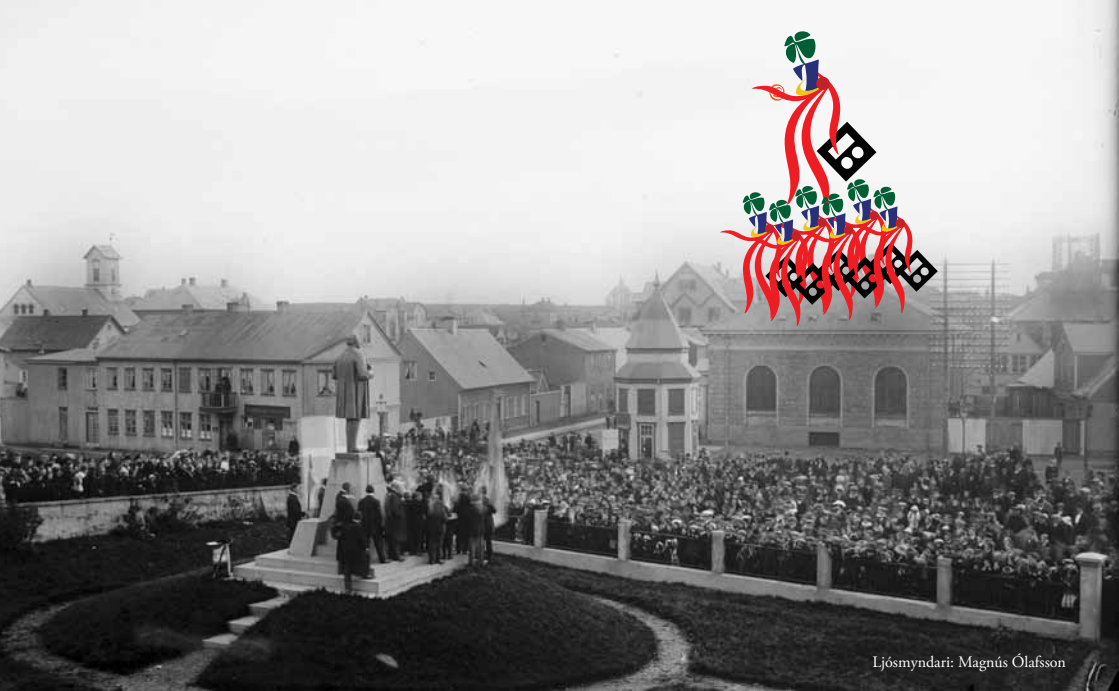


Your guide to the smokey bay of Iceland

REYKJAVÍKURVASAKVER

A PPPTPC Production

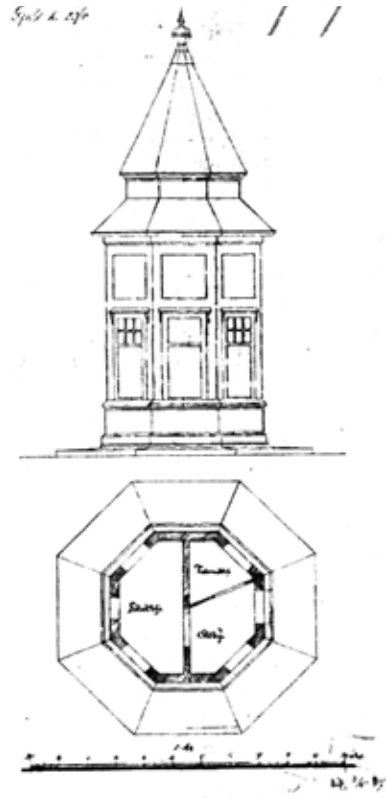




Ljósmyndari: Magnús Ólafsson

The PPPTPC Institute

is a private joint venture that aims at producing a new Reykjavik that reflects the new Iceland. We have a whole network of departments specialized in different fields that deal with the past, present and future of the city. We work within the commerce of tourism, marketing, analysis, finance, development, news and politics. Our business is in publicity, propaganda, popular thinking and pop culture (PPPTPC). We try to use all the tools available to us in today's information society. We use multimedia, various forms of catalogues, brochures, websites, and public events to reach our people. In this brochure, we introduce some of our projects. Thus, reflecting our identity and energy which emerged within the shores of Iceland. We want to enlighten you about Iceland and the wonderful city of Reykjavik. You will see the city through our eyes, learn about its history though our filters and start to understand the important projects we are building for the future. We have invited our partners around the world to partake in this project bringing you our vision of how to utilize and develop the city.





Ljósmyndari: Óskar Gíslason



Ljósmyndari: Óþekktur



Ljósmyndari: Óþekktur

PPPTPC Institute with DisNý Developments

Söluturninn

Now when the new Söluturninn (Sales Tower) developments are on their way, we at the PPPTPC would like to take the time to commemorate the old sales tower in Reykjavík. We at the PPPTPC see the sales tower as a perfect image for our ideas. The eight-sided tower, designed by Rögnvaldur Ólafsson and built in 1907, was intended to be like a Turkish kiosk reflecting the European fashion of time.

Local citizens quickly knew the Sales Tower as The Tower in the heart of Reykjavík. In its prominent place at Lækjartorg, it became a meeting point where people gathered around to talk about politics and gossip, as they bought their daily paper.

In an ever expanding and changing city, The tower has been consequently relocated a numerous times.

Generationally neglected for a couple of years and then reconstructed and reserved. We want to be the generation that rebuilds and gives it a new dimension, a dimension for growth and stronger adaptability to the changing surroundings.

There have always been some restrictions and strong opinions regarding the utilization of The Tower. In the beginning, the use was limited to the sales of postcards and stamps, event tickets and included a delivery boy service. There also was an obligation to have a public telephone.

This is a testimony about The Tower after it was rebuild in 1978:

It has been decided that the sales tower should be some sort of information center for citizens and guests where one can get directions and brochures about the city, its institutions and constructions.

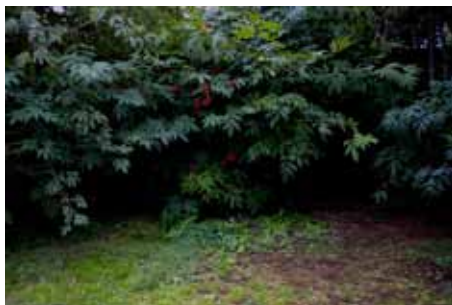


Söluturninn stækkar

-ppptpc framkvæmdasvið

This is exactly what we at the PPPTCP plan to do, but now in our time's we will inform the people of our private ventures for the city's future. We want to enlighten people with our ideas for development, finance and other important infrastructures. And what better place than Söluturninn, one of the oldest get-togethers in Reykjavík? From Söluturninn all Kiosks in Iceland draw their name. Its location in Mæðragarður – the Mothers Garden, gives The Tower a monumental existence. A monument that we want to celebrate as we develop a new generation of sales towers through out the city. The new Söluturninn will be made with modern means out of local and long lasting materials, it will have a metal frame and the enlarged windows will illuminate its inside spaces naturally. The design is reminiscent of the old Söluturn, but will come with all the benefits of contemporary design and be equipped with the latest in sales technology. We call this new building style DisNý and it is a style which we want to advocate.

Söluturninn stækkar (The sales tower grows) is another project of DisNý Developments. It's our way to meet this growing city with new strategies better suited high-rise areas. The seven floor sales tower will stand like an information lighthouse in the public spaces of certain sectors.



To celebrate the sales tower we are publishing this brochure and naming it Reykjavíkurasakver, which was the name of the first publication by Einar Gunnarson assembled in Söluturninn. Einar later became the editor of Visi a well known Icelandic newspaper. We will be selling postcards and mediating our campaigns from The Tower, making it again an information Mecca for Reykjavík city. PPPTPC developments have decided to dig up the old stream that gave Lækjargata its name to begin with, and give The Tower scenic surroundings. As for the Mothers Garden, we want to be proactive, and have commissioned mothers and their children to spend time there through out the year to make it livelier. As Einar Gunnarson offered the city The Tower in 1918 as a place for homeless workers, explaining it was better then a tent, PPPTPC also wants to be of service to the homeless men who sleep under the trees in the Mothers garden. We have commissioned Instant Coffee to recreate their Instant Coffee Disco Fallout Shelter (DFS), which they made for the Toronto Sculpture Garden as a house for the homeless. The colorful facade will be an optimal playground for the children and we see the creating of a Fallout Shelter as a good investment in our future in these times where war is escalating again.

Please come and join us as we celebrate Söluturninn from the 31st of October to the 7th of November. Opening hours are 14:00-18:00.

PPPTPC Cultural Studies Department

“jugend ohne Anker”, Youth without Anker

“Nach der Finanzkrise”

After the financial crisis





D.I.V.O.

PPPTPC Tourism Department

Natural Icelandic and beautiful

We got a hold of Jenny Jacobsdóttir who has been a tourism specialist for Icelandic Air for the last 5 years and she shared some savvy information with us that should be useful for our female visitors. This is what she had to say:

Iceland is remarkable in many ways. Among the country's greatest assets are Icelandic men - stunning specimens of male beauty with luscious blond locks and sparkling blue eyes. To the great pleasure of many a traveling lady, rumor has it that these men are also quite easily seduced (wink, wink). A girl simply has to go downtown sometime after midnight on a Friday or Saturday and buy the playboy of choice a few drinks and voila - do what you want with him! Just make sure to get him home before he passes out (wink, wink, wink). So come, enjoy Icelandic nature, clean air, great food, a friendly reception and the Viking Man of your dreams.

So there you have it girls.

-oh



The ability to find support.
The ability to make Icelandic friends.
The ability to conjure up a quitters-never-win attitude.
S. B. (1939)

*Becoming an outsider and the need
to be let in, to belong*

PPPTPC Tourism Department

The ability to find support

Between 1931–33 Iceland's National University Hospital (today Landspítali) recruited over more than 50 foreign nurses to join their expanding facilities in Reykjavik. Sigrid Bachmann arrived in the late winter of '32' and was hired to join the psychiatric ward, located in the east wing of the hospital. This is her own recount of her experiences, coming as a foreign nurse to work in Iceland.

It was distressing for most of us to start to work in Iceland. Having been insiders in our own countries, we experienced the troublesome feeling of becoming an outsider. We needed to belong where belonging meant to be valued, accepted and trusted. Lack of effective means to express ourselves was distressing and affected us heavily. Once we started to speak the language, many of us encountered the problem that our fluency was overestimated and the telephone became a fearsome device. A different work culture was encountered. Some aspects were appreciated, such as less workload and stress, and more equality and informality. Others made us uncomfortable, such as excessive individual freedom in practice and insufficient discipline, precision and use of protocols. The happy turning point commonly occurred after about one year. We had overcome most of the challenges we faced initially and felt we had grown personally and professionally by the experience. Some hurdles though remained. Some personal traits won over others. The following traits could be discerned as advantageous: The ability to find support, the ability to make Icelandic friends and the ability to conjure up a quitters-never-win attitude.

**Go further North and discover Iceland's true nature!
The most beautiful women in the world are now
making and selling babies so everyone can enjoy their genes.**



Buy

an

Icelandic

baby



PPPTPC Development Department

The Reykjavik International Park

A monument to Iceland's
International image



Funded by the IPP Commission
Designed by Sebastian Craig Studio, London

Destination: Vesturbaer, Reykjavik
Construction proposed to begin 2011



PPPTPC Cultural Exchange Department

ANNOUNCEMENT:

Twin Towns 2009

The Centre for Publicity (PPPTPC) is pleased to announce the exciting advent of the joining of two towns. Many places across Europe of similar size and population, have entered into collaborations with each other but few can boast a cross-continental, cross-cultural connection such as ours. From OCTOBER 30TH, 2009 Reykjavik, Iceland and Zvishavane, Zimbabwe will become twin towns.

This combination is based on some surprising likenesses identified by the Centre for Publicity, during a period of intensive research over the last years. Zvishavane is located in the southern central region of Zimbabwe. Its name is hard for visitors to pronounce – much like Reykjavik. The population of Zvishavane is a similar size to its twin town, and while neither it nor Reykjavik was designed for the thriving tourist interest which has developed in recent years, both these locations have held onto their authentic local ambience. Visitors always feel included in the normal, daily life of these places. Zvishavane and Reykjavik both became independent in the last century and while the two take steps to present their historical pride, the present for both is economically difficult. Since the recession, commentators have likened Iceland to Zimbabwe, and what better way for two towns to support each other, than to share their economic status!

Over the next years, these Twin Towns will present and share their artistic, musical and culinary cultures. The prominent mining industry of Zvishavane will be profiled alongside the Viking Festival in Reykjavik; during the dark months in Reykjavik, Zvishavane's hot, summer sun will shine; and because of the installation of fibre optic sea cables, the internet will facilitate a live footage broadcast from the centre of Zvishavane to Reykjavik. This footage and other Twin Towns materials will be displayed at the Old Sales Tower in Mæðragarður. For images and further information, please feel free to visit: www.zvishjavik.wordpress.com

Friland

amber view:

platform with no view, an aquarium without a window. method and stylistic means aimed at compensating unconscious behavioral patterns. paradoxical planning: negative horizon.

bastard:

this project basically always involves bastards or hybrids, as a principle, insofar as the visual results - that is, form and configuration, spring from the mixing and inter-crossing of various conceptions and materials.

blind at the center:

both installation and transmission formulate an indifference to outer aspects with a high resolution (difference) of the inner space, instead of seeking the excluding terrain of the exclusive.

confusion in the morass:

simple motion in place, in circles, without a goal. it is an intentional momentum for the introducing of counter-measures that draw ways and methods out of crisis. a metaphor for the beginning and end of cycles. residual nature in parasites:

reversal conclusion and paradigm for wasteland outsourced into homogeneous environs (commercializing of the public space, outsourcing and occupation by speculative organisations). creating infectious, omnipowerful, moving perceived colonies.

expenditure / identity:

in which consciousness is no longer at its own disposal, but yields itself to a process of expenditure. this is often a wasteful, energy-intensive deed or action, set to outwit the borders of cultural orderings and institutional certainties. expenditure leads to exhaustion, to catharsis, the intention being to experience something fundamental.

formation, drive to:

create forms - here: surroundings, as an expression and reflection of cultural grounding and artistic self-determination; at the same time, the significance of in-and-out-flows of crowds, as they form. occasionally let things run into emptiness.

temporary use of space:

a central characteristic of baltic raw sites when it comes to altering a potential space for action. these are always places, areas, surfaces, or levels that are not identifiable in their present condition as they are not subject to a current use.

zone zero

fountain of your deepest desires and starting point of no return.

erasing history and bleeding for more. black myths, white terms, red torture and green poison. dont go back on status quo.

resistance:

is not performed, but let off. is not around the corner. Jump!



ANALYSE THE PUBLIC PROPAGANDA HIDDEN IN POLITCS

REALITY OF THE NATIONWOOD
OLDER FORMS IN SMALL SEGMENTS
THE PLAN OF THE HISTORICAL
THE IDEA OF THE INFORMATIVE INDITED BY CITY POLITICS
WARMLY WRAPPED IN THE ECONOMIC BOOM
SERVED THROUGH THE TOURIST LOYAL TO ITS PRESENTATION
OH! HOW I FUNCTION IN THIS URBAN PLANNING
AS A PROPOSAL DEBATED, DETAILED IN SEXUAL INNUENDO'S
DESCRIBED AS AN ECONOMIC PROJECT RELATED TO POVERTY
SUBJECTED TO THE FOREIGN CONTRIBUTOR
AS TEXT AND IMAGES
ADVERTISED BY THE ELITE AS A CORPORATE BARGAIN

MY BODY IS THE INFORMATION BOOTH
CATALOGUED WITH PLEASURABLE SITES
PART OF THE BROCHURE DISTRIBUTED
FICTIONAL ONLY IN MY MIND
PERPETUATED BY PAST, PRESENT AND FUTURE
AS YOU THRUSH MY EXOTIC INNER THIGHS
MY TARTED SKINN SWIFTING YOUR INSIDES
AS MY FACE IS THE POPULAR CHANNELS TO THE CONTEMPORARY

A MONUMENT
DISLOCATED AS A PERFECT IMAGE
DEMARCATED IN LOCATIONS
NEGLECTED AS A SERVICED BINARY
MUTILATED BY TIME
WHERE THE PRIVATE BECOMES THE CENTRE FOR THE PUBLIC

THE VERNECULAR BODIES
THE RADICAL BODIES
THE BODY POLITICS REGULATED BY SOCIETY
NEGOTIATED IN INTIMATE POSITIONS
REHURSED BY THE INSTITUTIONAL AND INTERPERSONAL

THE SKIN COLOUR,
FACIAL FEATURES,
BODY TYPES,
SEXUAL ANATOMY
REMINDS ME MORE OF THE CITY
AND ITS RACIAL LOGIC

ITS FLESH AND STONE
POSITIONED AT THE FOREFRONT
LOCATING THE 'I' IN THE DISMISSFUL OTHER
SUBJECTING THE SPACE
TO
POLITICS, MEDIA, INDIVIDUAL, PROJECTS, FOREIGN,
IMAGINATION, CULTURE, OPPRESSION, RESISTANCE,
REVOLUTION, POLUTION, SEXUALITY, HISTORY,
THE ELITE, POVERTY, CAPITALISM, DEMOCRACY

FUCK FEMINISM...
FUCK LIBERALISM...
Ihola amira

Owners manual to construct raw sites

Lokalisation Penetration Ventilation

1. The fenching-in of an object, area, for example through planting markers, ritual dancing, or rub ber boat sailing.
2. Networking (communicating) and blending (constructing) the resulting surface.
3. begin accelerated processes characterized by high (cultural) emissions: exhibitions, concerts, auctions competitions, performing speeches, etc.
4. eruption and dissolution, war and giggles, composting ideals, evaluation and reseedng (your idols).

ICELANDIC EMIGRATION COMPANY

Seeking Motivated Professionals

Are you a talented, skilled and motivated professional who is currently unemployed? Do you like adventure and foreign cultures? Are you looking for a job in a stable environment with great benefits? If you answered "yes" to any of the above questions,

The Icelandic Emigration Company might be your answer.

The Icelandic Emigration Company (IEC) is one of the fastest growing young companies aiming to put Iceland back on the map. IEC is a competitive environment perfect for the motivated worker who likes challenges and adapts to different or unusual situations. Join us and we will place you in a job fit to your skills, in one of our companies located in over 14 countries worldwide. Whatever your interests, technology, medicine, science or education there is a job waiting for you with the Icelandic Emigration Company.

Successful candidates will receive

- * Luxury loft housing
- * Spa and gym memberships including swimming pool, golf and tennis courts
- * Full medical and dental coverage
- * Complimentary meals and gourmet dining at our company restaurants and cafes
- * Access to excellent theater, art and cultural events

For more information please visit www.iec.org/

Please send your resume to jobs@iec.org

This position is full time

- * Workers will live and work on site
- * All salaries will be deposited directly into savings accounts held by IEC Trust and frozen during each workers time of employ.
- * A job at IEC is considered a one year or longer commitment



PPPTPC History Department, Danish Division

The story that the Danes wanted to forget

Seen from the oceans, a new island of fire rose at the shores of Iceland, at the time a Danish colony. Wanting to secure jurisdiction. Ownership of the silverfish. Sailed to island with greed in their eyes and their red and white flag, two Danes in the name of the king. As soon as they struck the flag into the new soil, earth sank into the sea and aldurnari (element from askur yggdrasil) laughed and smirked like the islanders that watched.

Much later to the land ice two Danes arrived. On a journey around the colonized Faroe islands they found this forgotten story that had been kept alive by oral traditions for a long time. They wanted to preserve this story and take it back home. So they created an island from crude oil at the shore of Iceland and wanted to mark it with an Danish flag, but the island sank from as soon as the flag touched it. After much hardship they managed to escape from the ice cold sea but the island sank with a small whimper into lives ocean. The only thing they managed to rescue was the flag and the story but the island lurks at the edge of Iceland.

Rescued from the fists of the ocean and neatly folded the colonists flag will be sealed for the eternity to come within a concrete box. The story goes in triple circle from island to island and those that still have to sing to the flag preserve stories that the colony would like to keep forgotten.

ICELANDTRAIN



PPPTPC Marketing Department

Developing the marketing strategy for Icelandtrain

is a great honor for PPPTPC

We have chosen to work on the branding of Icelandtrain through the focus on Icelandic heritage, evoking the historical origins of trains in Iceland and highlighting the essential values of this unique island to create the image of Icelandtrain.



TILBÚIN?



ICELANDTRAIN

AFTUR Á FERÐ!



For immediate release:
Til birtingar strax:

STATEMENT:

YFIRLÝSING:

I PROMISE.

ÉG LOFA.

BEST REGARDS,

BESTU KVEÐJUR,

DAVÍÐ O

PPPTPC Political Analyst Bjarki Bragason

NINE NEW PROJECTS

For over a thousand years the import and export of resources; people, education, religion and languages have been the cornerstone of Icelandic society and continue to define it at unprecedented levels.

After a period of severe economic recession, followed by research of the flaws in its political system, Iceland will re-enter international politics with a new focus on mediation, translation, and will later provide a forum for collaboration between micro states and postcolonial nations, committed to the search for better models of democracy and sustainable economic development.

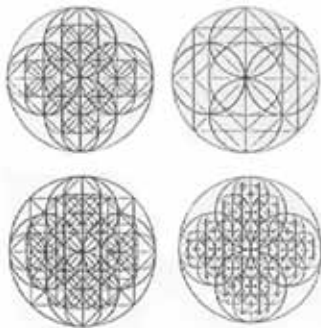
Using the collapse of the Icelandic economy in 2008 as an example of failed governance, the above projects are aimed at researching and understanding local histories in a global context and create new economic- and cultural ties.

Institute for Postcolonial Studies – Reykjavík
Global Agency for Political Transparency – Reykjavík
Microstate Democracy Development Union – Reykjavík
Geysir Sustainable Energy – Reykjavík
Failed States Study Center - Reyðarfjörður
Arctic Peace Council – Reykjavík – Washington – Beijing - Ramallah
Icelandic Micro Nations Economic Research Institute - Akureyri
School of Dying Languages - Seyðisfjörður
International Language Translation Institute – Stykkishólmur

E.U.R.P

(European Union Research Program)

An initiative from PPPTC productions, has undertaken an ambitious cultural program in Iceland. Its goal is to unveil the history, the artistic and architectural specificities, the symbols and secrets contained in these extraordinary buildings and monuments that make Reykjavik City a unique and mysterious Nordic capital.



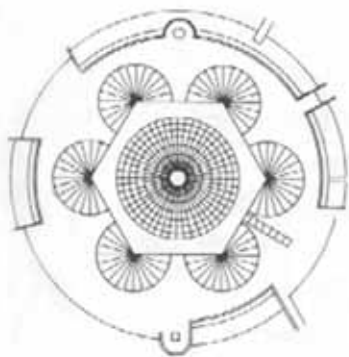
THE 14 KEYS OF SEMIOTIC OF
STONE-BUILDERS,
IN: DER STEIMETZ, HALLEIN, 1980.



D.A. FREHER, IN WORKS OF
J. BEHMEN, 1764.



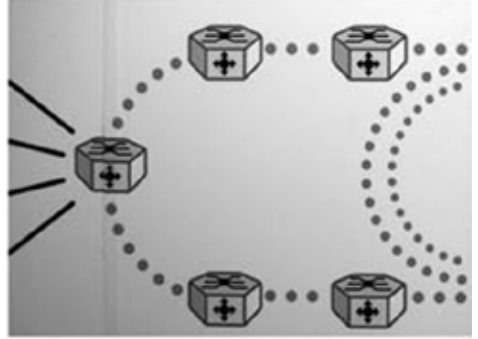
ROBERT FLUDD,
UTRISQUE COSMI, 1617.



PERLAN PLAN, 1985-1991.

Here are some of E.U.R.P findings

THESE GEOMETRICAL REPRESENTATIONS HAVE BEEN FOUND IN THE EARLY ARCHIVES OF ORKUVEITA. WE UNDERSTAND HERE THE FUNDAMENTAL PLACE OF THE HEADQUARTERS OF ORKUVEITA AS A CENTER OF FOR ECONOMICAL, POLITICAL AND MYSTICAL POWER.



Orkuveita Reykjavíkur

“A shining landmark in the hills of Reykjavík City... The Headquarters of Reykjavík Energy Company, Orkuveita Reykjavíkur, stands as one of the most innovative buildings of our time. The astonishing architecture, recalling a futuristic ship, combines different symbols: the universal quest for discovery through history that has led a nation in a glorious direction, for ever represented by the unique Icelandic usage of sustainable energy: the birth of a power.”

Andan Shitrapan.
The New Architectural Review.

Perlan

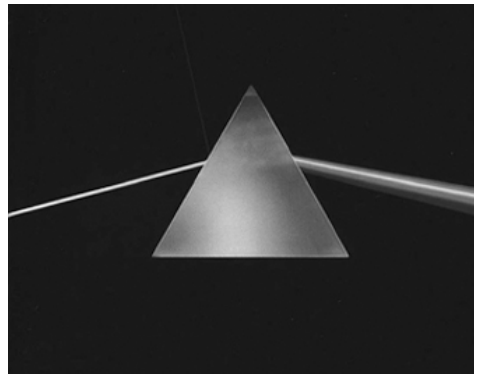
“The sides of the temple should be covered with mirrors, so the northern lights can approach the feet of men- the roof should be decorated with crystal of every color and floodlights should be in the eaves to illuminate the whole area. It should answer to the light of the day and the symbols of the night.”

Early thoughts about Perlan.
Unknown Icelandic poet.

Austurbær

“The response surprised us and will remain long in our memories: this vast, intense and powerful mood, and beyond everything: a true interest for music.”

Roy Davis, leader of the band The Kinks, writing about Austurbær and its audience.



Bob Dylan, the famous American troubadour from the last century, who visited Reykjavík during 1967, celebrates Tunglið in his song “One more night”.

“Oh the moon is shining bright
One more night, the moon is shining bright”

Others more extravagant scholars have also claim the album “Dark side of the moon” from the epic-band Pink Floyd was also a secret reference to memory of The Silver Moon.



PPPTPC Marketing & Tourism Departments

The United Nations hosted a competition with a winning prize of a trip to Iceland.

Ban Ki -Moon chose the winner, who offered to go to Iceland disguised as a polar bear.

In his first reports of the island, the polar bear described it as being stunning, covered with vibrant mountains and hills. He traveled around the country for a while, mainly along the coast, but all of a sudden he was approached by a group of people who threw stones in his direction and sprayed toxic fumes. The polar bear was thus driven away. He headed to the west of Iceland and wandered all the way to Eyjafjörður. When penetrating the fjord, the polar bear was greeted by a bird so great that its wings caressed the mountains around him. When he left Eyjafjörður he traveled to Skagafjörður, where he witnessed a group of men dragging his friend down the mountainside on his back. The polar bear ran away as fast as he could, eventually finding refuge and resting in the company of a local fox. Hereinafter, he was surrounded by helicopters and jeeps that were trying to drive him off the land and into the ocean. An armed man directed his gun towards him, and the polar bear hurried towards the ocean, and as he jumped into the sea, he was shot.

There he lay on the shore, lifeless in the black sand until they moved him over to the grass. Photographers and scientists gathered around him to investigate where this bear had come from and from what kin. In time he was taken away, stuffed, mounted and given an Icelandic name.

PPPTPC Publishing Department

Söluturninn í Reykjavík 2009

Reykjavíkurvasakver is a piece of fiction and the PPPTPC is an art project developed for the Sequences art festival 2009 (sequences.is).

The PPPTPC would like to thank all of those who contributed to this project and helped make it possible:

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Visit Reykjavík

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söluturninn
HLUTI AF BYGGÐARSÖGU REYKJAVÍKUR OG ÍSLANDS
gegnær munur

