

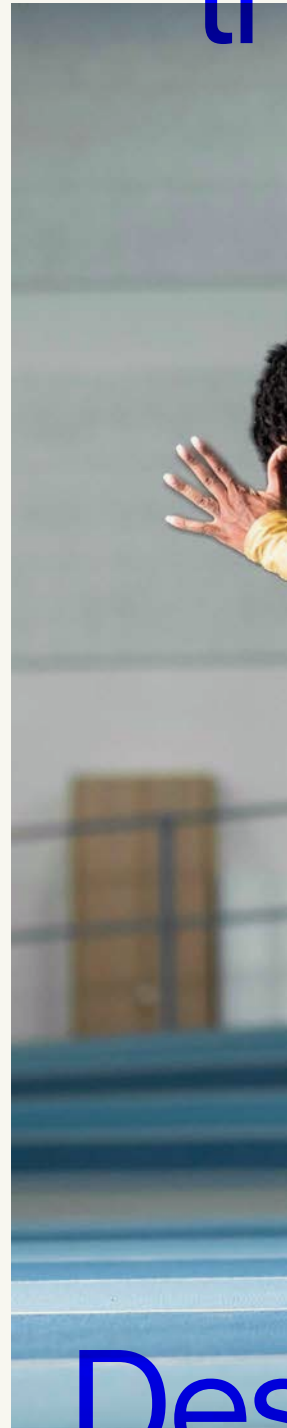
# until 2030 Outlining the future



Government of Iceland  
Ministry of Culture and Business Affairs



# Design and Architecture Policy until 2030

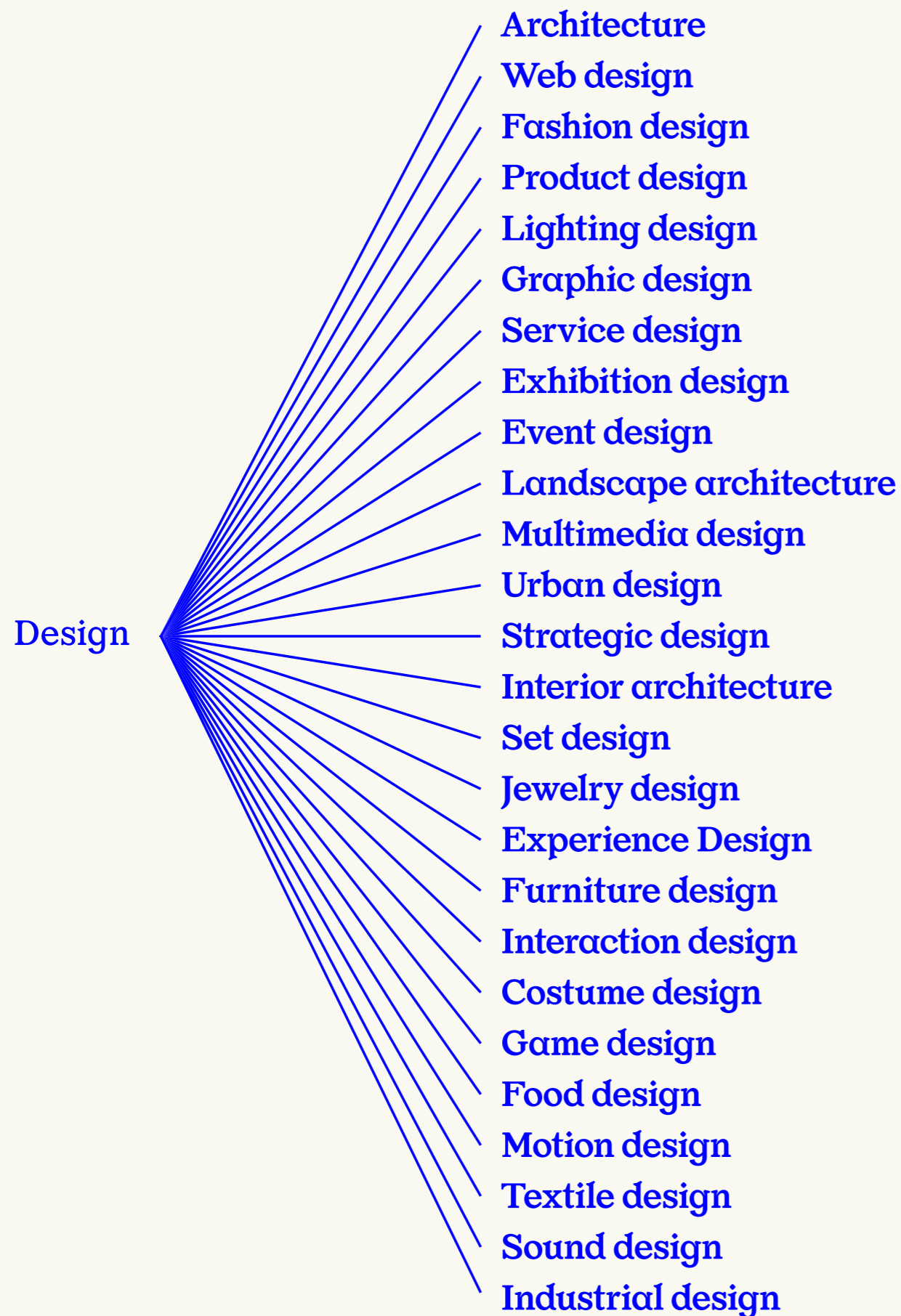


# Des Arc Poli unti



Minister's address	7
At a glance	8
Vision and main goals	10
<hr/>	
I. Value creation that builds on design and architecture	17
II. Design as a driving force for change	29
III. Sustainable infrastructures	35
IV. Education of progressive generations	45
V. Promoting Icelandic design and architecture	55
<hr/>	
Connection to other policies	63
Process and participants	68





*Lilja Dögg Alfreðsdóttir*  
 Minister of Culture and  
 Commerce

## Wings for the future

Today's challenges, and the willingness to meet them and make the world a better place increase our need to shape the future. Design methodology is one of the best tools we have to integrate creative powers, technology and science for the benefit of people and the environment.

This policy affects diverse facets of society: the economic sector, culture, value creation, sustainability and use of resources, Iceland's image, and it's export. Design is employed all around us, by people driven by the desire and willingness to understand, improve, and meet society's ever-changing needs. Design careers are becoming increas-

ingly important. Design is essential to competitiveness and a major component of a firms' and institutions' creative and innovative activity. The growing number of such companies is proof that design and architecture are value creating industries with interesting and compelling careers.

I believe the design industry offers tremendous opportunities for further value and job creation. The human capital and ingenuity are here and we have the ability to harness them for the benefit of society as a whole, not least by placing a strong emphasis on design-driven innovation and cross-disciplinary cooperation.

*Lilja d. Alfreðsdóttir*

Main goals	I. Value creation that builds on design and architecture	II. Design as a driving force for change	III. Sustainable infrastructures	IV. Education of progressive generations	V. Promoting Icelandic design and architecture
<ul style="list-style-type: none"> <li>◆ Quality of life</li> <li>◆ Value creation</li> <li>◆ Sustainability</li> </ul>	<p><b>Goal</b> Funding that supports diverse innovation</p>	<p><b>Goal</b> Use of design thinking in solving projects and challenges</p>	<p><b>Goal</b> Strategic planning for infrastructure design with a strong focus on sustainability and public health</p>	<p><b>Goal</b> Knowledge sharing and diverse educational possibilities in the fields of design and architecture</p>	<p><b>Goal</b> Maximize visibility and awareness of Icelandic design and architecture</p>
	<p><b>Ways</b></p> <ul style="list-style-type: none"> <li>◆ Strengthening the Icelandic Design Fund and increasing the emphasis on design-driven innovation in allocations from funds, with sustainability as a guiding principle.</li> <li>◆ Give design related projects better access to competitive funds.</li> <li>◆ Facilitate R&amp;D tax relief for innovative design and architecture projects.</li> </ul>	<p><b>Ways</b></p> <ul style="list-style-type: none"> <li>◆ Ensure participation of designers and architects in the first steps of decision-making, for example with the participation of people with design expertise in various strategic committees and councils and selection and jury committees.</li> <li>◆ Assign the center of Iceland Design and Architecture (is. Miðstöð hönnunar og arkitektúrs) a wider role in leading specific projects, for example in fields of design-driven innovation.</li> </ul>	<p><b>Ways</b></p> <ul style="list-style-type: none"> <li>◆ Revise the Cultural Policy of Construction (is. Menningarstefna í mannvirkjagerð) and expand into a broader social policy, in cooperation with other ministries and businesses.</li> <li>◆ Increase focus on users and overall quality in government regulations on public procurement and the weight of design and multidisciplinary practices in public tenders and purchases.</li> <li>◆ Map necessary changes in regulations and incentives to better implement a circular economy in construction.</li> <li>◆ Allocate a part of public funding for infrastructure development and construction to research and innovation, which lays ground for an independent research forum that can contribute to the necessary transformation and development of the construction industry.</li> </ul>	<p><b>Ways</b></p> <ul style="list-style-type: none"> <li>◆ Support diverse educational possibilities in design fields.</li> <li>◆ Create incentives for purposeful cooperation between different academic departments of universities and between universities and industries. Encourage interdisciplinary approaches in education, research, and collaboration.</li> <li>◆ Ensure access of designers, and others, in the field of continuing education and design thinking that supports professional development and technical knowledge of designers and architects.</li> <li>◆ Increase education and awareness about copyright and design protection where the uniqueness of various design fields is considered, the diverse working environment of people working in visual arts, and importance of transparent contracting.</li> <li>◆ Evaluate options for conservation, dissemination, and research on the cultural heritage of Icelandic architecture with reference to the Icelandic cultural heritage policy.</li> </ul>	<p><b>Ways</b></p> <ul style="list-style-type: none"> <li>◆ Ensure Iceland's participation in the Venice Architecture Biennale.</li> <li>◆ Strengthen the core activities of the center of Iceland Design and Architecture in the areas of promotion, including: <ul style="list-style-type: none"> <li>– Collaboration with Business Iceland and the Icelandic foreign service, where emphasis is placed on Iceland as a sustainable society that builds its prosperity and development on design.</li> <li>– A wide range of local promotional activities, for example in cooperation with the Museum of Design and Applied Arts and Iceland University of the Arts.</li> <li>– Opportunities for Icelandic product and fashion designers to participate in professional and business presentations abroad.</li> <li>– Promotion of the Icelandic Design Awards.</li> <li>– Increasing possibilities for participation in international cooperation and promotional projects.</li> </ul> </li> </ul>
	<p><b>Goal</b> A stronger support system for design disciplines</p>				
	<p><b>Ways</b></p> <ul style="list-style-type: none"> <li>◆ Set legislation on design and architecture where their overall framework and role of the government is clarified.</li> <li>◆ Increase the share of designers in the distribution of artists' salaries.</li> <li>◆ Define metrics and map the economic impact and added value of design.</li> </ul>				

The environmental and social challenges we face today call for a shift in thinking and ways of living, and in some cases radical systematic changes.

In cooperation with the Icelandic public, representatives of political parties in Parliament, the scientific community and the commercial sector, the Science and Technology Policy Council mapped the most urgent challenges facing Icelandic society in the coming decades, the basic factors of which are rapid technological development, changing national demographics, and education.

### **The main social challenges were defined as**

- ◆ Environmental issues and sustainability
- ◆ Health and welfare
- ◆ Life and work in a changing world

The world of design and architecture has undergone fundamental changes in recent years. Understanding of its possibilities has changed and deepened, design methodology has developed, specialisation increased and there are more educational opportunities than ever. User's insight and awareness have increased as more and more people recognise and appreciate the impact that good design can have in our lives.

By engaging the professional knowledge of designers and employing design methodology in various fields, we can have a wide-reaching positive influence on the future development of society and quality of life. Design as a methodology is key to harnessing opportunities that spark from technological changes and can promote increased sustainability.

### **Vision for the future**

Methodology of design and architecture is purposefully employed to increase quality of life in Iceland, with an emphasis on value creation and sustainability for society as a whole. By employing design methodology, the government and economic sector can increase quality, improve health and daily life, create jobs, and accelerate value creation in different fields.

## **What is design?**

Design is a strategic and critical approach to solving projects or challenges and creating new solutions, methods, or products. Design is an innovative process that takes function, social and cultural factors, aesthetics, and economics into consideration. Good design puts the user's needs at the forefront, is simple, easy to understand, economically effective, and has artistic value.

Ways of achieving the policy's main goal of improving quality of life and increasing value creation involve:

- ◆ Value creation based on design and architecture
- ◆ Applying design as a driving force for change
- ◆ Education of progressive generations
- ◆ Sustainable infrastructures
- ◆ Promoting Icelandic design and architecture

## What is design thinking?

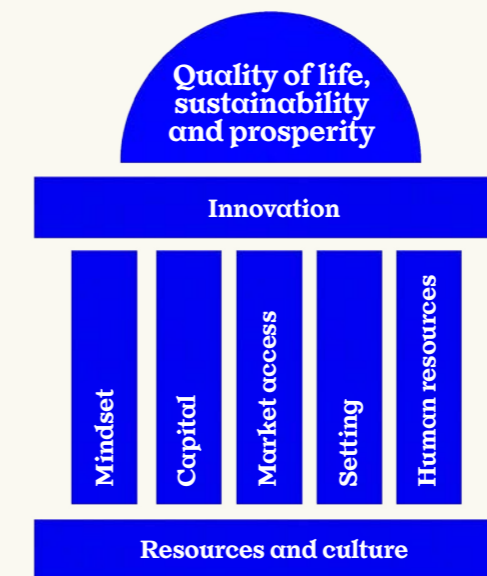
Design thinking is a methodology that designers employ in order to identify problems and find solutions. The method is based, on the one hand, interdisciplinary knowledge of the challenge in question and, on the other hand, a working process that integrates user needs, possibilities, technology, and demands for commercial success.

Design thinking is used on a broad basis, for example in product and service development, and in process and organisational reviews, for businesses and institutions. Design thinking makes use of visual approaches, purposeful feedback, and learning by experimentation.

## What is innovation?

Innovation transforms ideas into value. In a broad sense, it is impossible to separate design and innovation, as one feeds the other.

The use of design thinking in identifying problems and creating new solutions is referred to as design-driven innovation, but innovation may also be technology driven or commercially driven.



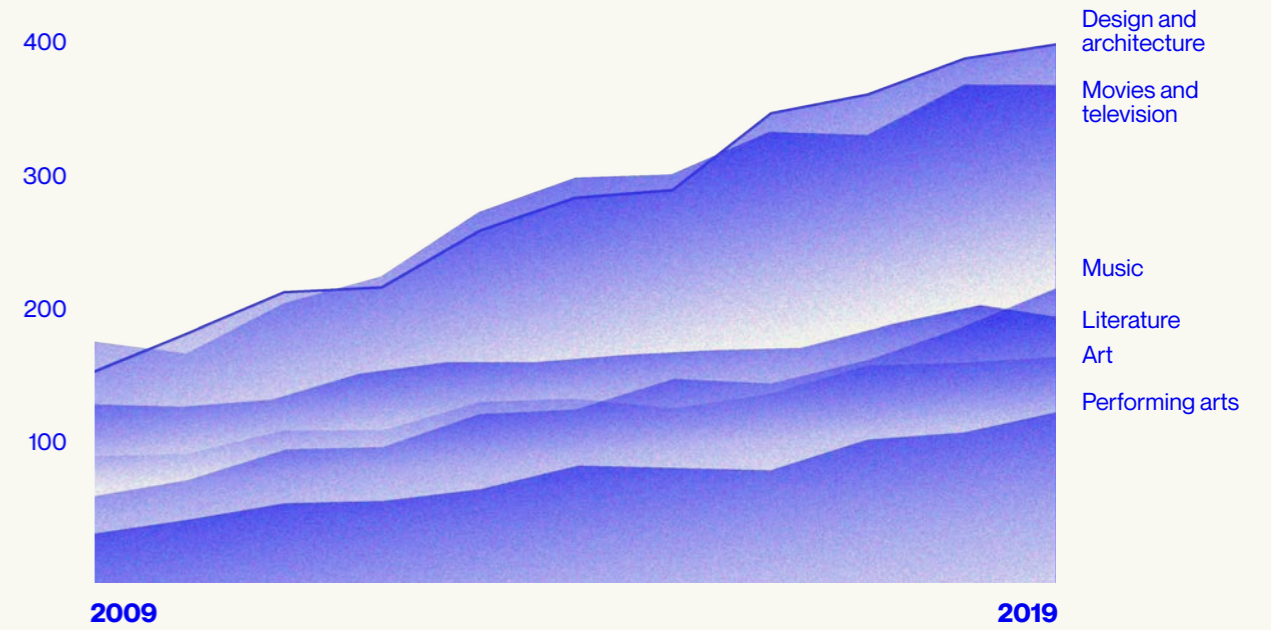
It is an inherent part of the design process to develop ideas and solutions so that they are more convenient and appealing to users – this is innovation.

The policy's multifaceted progress will be a collaborative effort between the government and the commercial sector in accordance with two action plans for the years 2023-2026 and 2027-2030.



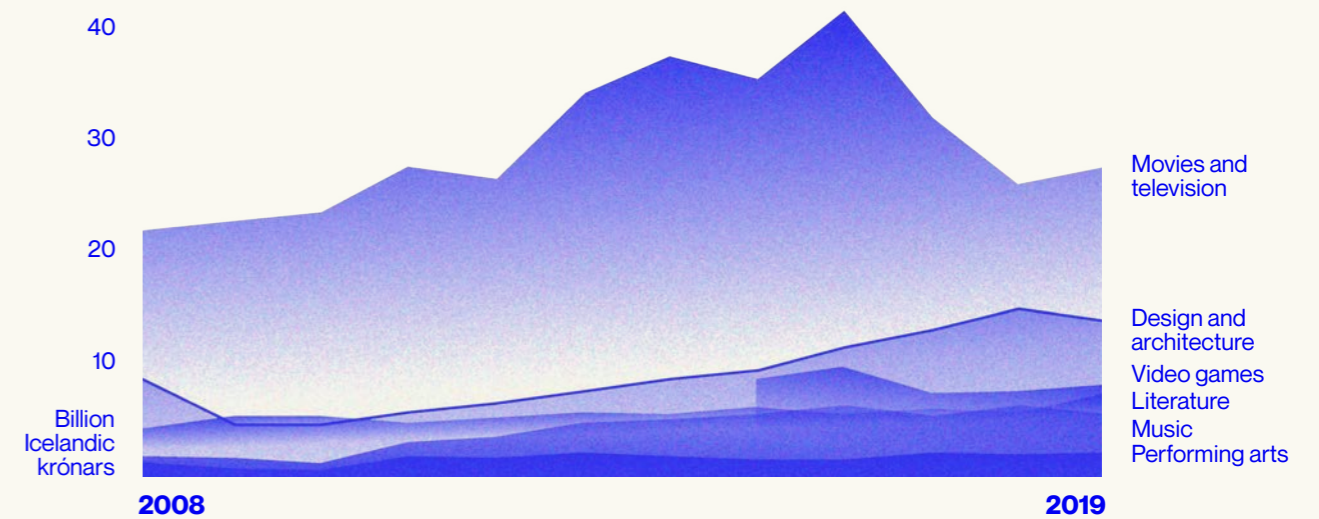


# 400 operators Double over 10 years



Source: Statistics Iceland's cultural indicators  
<https://visar.hagstofa.is/menningarvisar/rekstraraðilar>


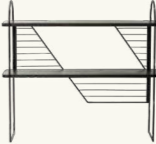



# 14 billion ISK in operating income – tripling over 10 years



Source: Statistics Iceland's cultural indicators  
<https://visar.hagstofa.is/menningarvisar/rekstraraðilar>



|

Increase value-  
 creation   
based  on  
design  and  
 architecture

# Innovative natural baths



*Vök Baths at Urriðavatn  
Lake*  
—  
*Basalt Architects*

# Innovative natural baths

The government seeks to provide a more diverse base for the Icelandic economy, with a growing emphasis on industries that rely on ingenuity, technology, creativity, and sustainable solutions.

Design is one of the best tools we have for integrating creative powers, technology, and science for the benefit of people and the environment. As stated in the 2021 government agreement, increased knowledge and creative solutions to pressing challenges will open up great opportunities for value creation, which can serve as a basis for future prosperity.

## ▀ Impact on growth and prosperity

In 2020, the government agreed to start using a metric for prosperity and well-being intended to provide a closer insight into Icelanders' economic prosperity and quality life. Efforts are being made internationally to develop such metrics as a step towards a common understanding of the factors that make people's lives better.

The six well-being indicators that the government has placed in the foreground concern mental health, housing security, participation in work and education, a carbon-neutral future, growth in innovation, and better communication with the public. For further details, see: Well-being and prosperity indicators on Statistics Iceland's website.



# Life cycle of materials



*Shelf*  
*Plastplan*

# Life cycle of materials

Opportunities lie in improving the working and support environment for designers and architects and encouraging increased cooperation between design industries and other industries. To this end, it is most pressing to increase the value of design in allocation of competition funds, make more businesses eligible for reimbursement for design-related work, and build a more diverse incentive scheme that encourages more kinds of innovation.

In order to improve the competitive conditions of businesses in design fields in Iceland, it is vital that regulatory frameworks not stand in the way of development and export potential. This especially applies to the field of clothing and product design. Economic measurements involving design disciplines must be improved if effective work is to be done on their development, e.g. taking into account the number of people working in architecture or design disciplines, export values, and the impact of design on quality of life.

Iceland Design and Architecture is an important moving force in this regard as it's role is to facilitate and promote design for all kinds as a vital aspect of the future Icelandic society, economy and culture. The centre is directly connected with the grass roots and the design industry, and supported by nine professional associations, a total of 1200 members own and operate the centre with the support of the government via the Ministry of Culture and Commerce.

# Fluent relaxation



*Float Cap - Flothetta*  
—  
*Unnur Valdís*  
*Kristjánsdóttir*

# Fluent relaxation

The center's role has grown alongside design disciplines in the past decade, and there are many new opportunities to expand it's operations in order to promote design as a force for change more broadly in society.

## **Objectives**

Funding that supports  
diverse innovation

## **Approaches**

- ◆ Promote the Icelandic Design Fund and increase emphasis on allocating funds to design-driven innovation projects that are guided by sustainable and community-focused solutions.
- ◆ Giving design-related projects improved competitive funds.
- ◆ Facilitate reimbursement for innovative design and architecture projects.

## **Goal**

A robust support system that  
promotes growth of design disciplines

## **Approaches**

- ◆ Establish legislation on design and architecture that clarifies their overall framework and the role of the government.



# Immense imagination



EVE Online  
CCP Games

# Immense imagination

- ◆ Increased artists' grant allocations to designers.
- ◆ Define metrics and map the economic impact and value added by design.

## The importance of intellectual property rights

Intellectual property is the product of implementing original thought in a tangible form. It is the most important driving force in professional development and the economic prosperity of society, and the protection of such rights are a key issue in competitiveness and value creation.

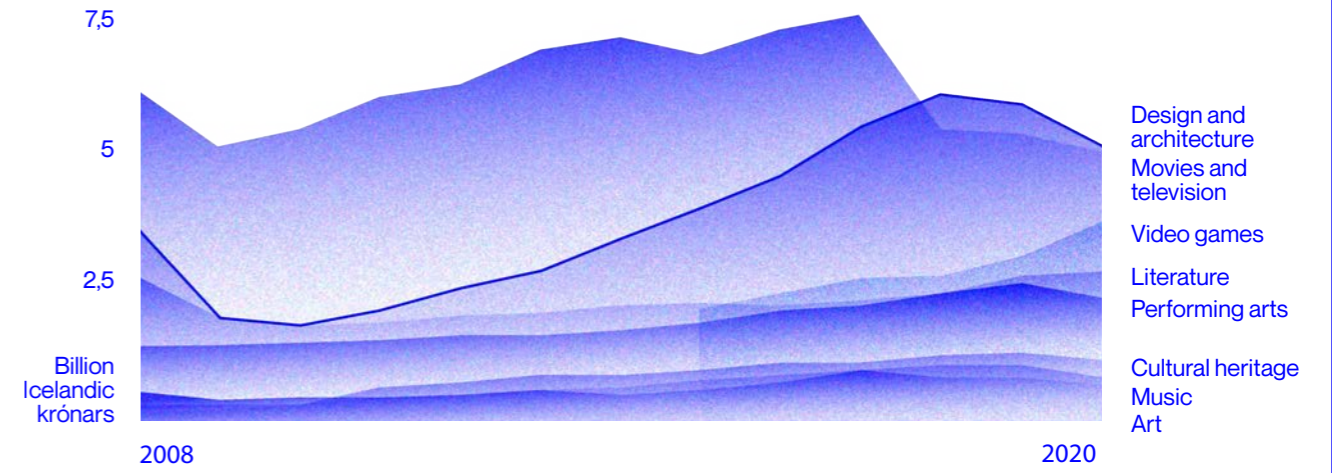
Intellectual property rights include trademarks, patents for technological inventions, design protection, and copyrights. It is not necessary to register a copyright, but in order for intellectual property rights in the field of industry to be recognised, they must be registered with the Icelandic Intellectual Property Office.

Practical application of design must be based on fairness, equality and transparency. It is important to increase awareness of and respect for creativity and proprietary material and to ensure that education about design protection and copyright takes into consideration the unique situation and diverse working environments of designers and architects.





## 5 billions ISK in wages in 2020



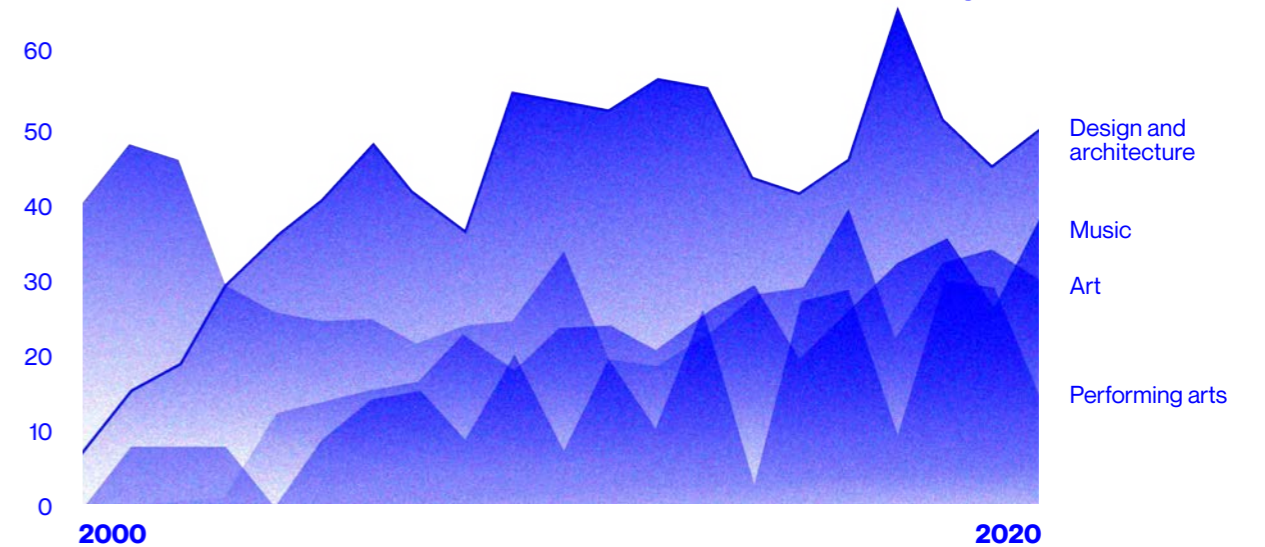
Source: Statistics Iceland's cultural indicators  
<https://visar.hagstofa.is/menningarvisar/rekstraraðilar>

## 4.500 designers working in Iceland

by Nordic Design Resource 2018

<http://nordicdesignresource.com/>

## 500 graduates in design and architecture from IUA in 10 years





||

Harnessing  design  
 as a   
driving force  
for  change 

# Rethinking production



# Rethinking production

*Shape.Repeat*

*Valdís Steinarsdóttir*

Practical application of design is a growing factor in the development and innovation of businesses and institutions, and many of our neighbouring countries have achieved success with design-driven innovation in their administrative systems.

Public entities have been leaders in hiring designers and employing design thinking in solving projects and complex systemic changes. Much can be learned from such working practises, whether the project involves design thinking in communication and service, digital processes, or built environments.

Part of the practical application of design is that designers and architects are involved in processes as early on as possible. In this context it is vital that people with relevant knowledge and insights partake in decision making and sit on strategic planning committees and councils. In order to purposefully work on making design an inherent element of the conversation on innovation, research, and development, it is also necessary that professionals in design fields sit on selecting committees and panels of funds whose purpose is to promote the economic sector.

It is necessary to increase the importance of design and to better employ its methodology in public tendering and procurement, both with regard to manufactured wares and services.



# Dynamic ideas



*Strategic planning  
Iceland Design and  
architecture*

# Dynamic ideas

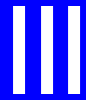
Efforts are being made to make Iceland a leading nation in the field of digital technology and services. The governments' aim in this context is to simplify administration, improve services to the public, and increase transparency and access to information by employing digital solutions. Digital development thus holds many opportunities for improving efficiency for both citizens and the authorities. The government's approach to accelerating digital transitions include the project Digital Iceland, whose aim is to make public services more user friendly by implementing digital solutions. However, some current laws and regulations pay little consideration to society's digital reality and technological developments, and design thinking can greatly benefit further developments in this area.

## **Objectives**

Employing design thinking in solutions to projects and complex challenges

## **Approaches**

- ◆ Guarantee the involvement of designers and architects in the first steps of the decision making processes, including the participation of people with knowledge of design in strategic planning committees and councils, and on selecting committees and panels.
- ◆ Expand the role of Iceland Design and Architecture (is. Miðstöð hönnunar og arkitektúrs) in leadership of specialist projects in fields such as design-driven innovation.



Promoting  sustainable  
 infrastructure   
 development



# Interplay of the senses



*Hotel Retreat  
Blue Lagoon*

*Basalt Architects and  
Design Group Italia*

# Interplay of the senses

Architecture affects everyone and has a deep impact on quality of life. This applies to both buildings and public spaces. With further policy planning regarding architecture, authorities set a precedent concerning quality, accessibility, durability, and cultural importance of architecture.

An important part of this is reviewing the Cultural Policy on Man Made Structures from 2014, expanding its perspective and defining measures for engaging the focuses of a comprehensive social policy for construction in the administrative system and commercial sector.

It is necessary to consider a holistic strategy for infrastructure and structural design with increased sustainability, quality, and improved public health as guiding principles and to develop a robust interdisciplinary research environment for professionals in architecture, design, and construction industries. Such a strategy calls for the engagement of a broad group of stakeholders from the government and commercial sectors.

Architecture has a special position among the disciplines to which this strategy applies, not only due to its long history but also because architecture interfaces with all aspects of man made environments. Long-term measures must therefore transect economic, social, cultural, technological and environmental factors of construction.



# Planning for prosperity



Efstaleiti  
Arkþing

# Planning for prosperity

Infrastructure is not limited to the man made environment and can be of various kinds, including technological and social infrastructure. Design thinking and knowledge of designers can be useful in their development, maintenance and construction.

## Design for all

The objective of *design for all* or *universal design* is to plan and manufacture products, buildings and environments in a way that is of as much use as possible to as many people as possible. Universal design also applies to services, including design and execution of information and communication services. Universal design meets its users' diverse needs.

Universal design is based upon the values of equality and equal opportunity to participate in society. Previously, universal designed focused first and foremost on man made environments, but now increasingly looks at the social environment, policymaking, procedure, and attitudes.

Increased sustainability in construction and other infrastructure development calls for the implementation of circular thinking and increased focus on users, quality, and building lifetime, including in the government's emphases in public procurement and tenders. As it is estimated that around 80% of the environmental impact of a building or product is determined by the design process, it is imperative that architects and designers are project leaders from the beginning, and that professional competition and tendering processes take this into consideration.



# Guided access



# Guided access

Vegrún  
Kolofón

## Objectives

Holistic strategic planning for the design of infrastructure and structures with increasing sustainability and public health as guiding principles.

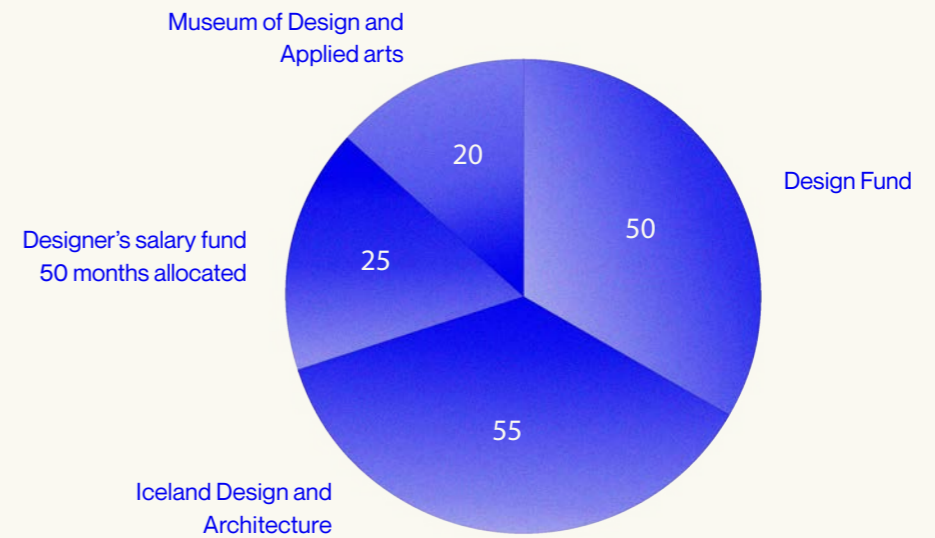
## Approaches

- ◆ Revise the Cultural Policy on Man Made Structures (is. Menningarstefna í mannvirkjagerð) and expand into a broader social policy, in cooperation with other ministries and businesses.
- ◆ Increase focus on users and overall quality in government regulations on public procurement, and the importance of design disciplines in interdisciplinary practises in public tenders and purchases.
- ◆ Map necessary changes in regulations and incentives to better implement a circular economy in construction.
- ◆ A designated proportion of public works funding and support for infrastructure development shall be allocated for research and innovation, which forms a foundation for an independent, centralised research forum that promotes the necessary transformation in construction.



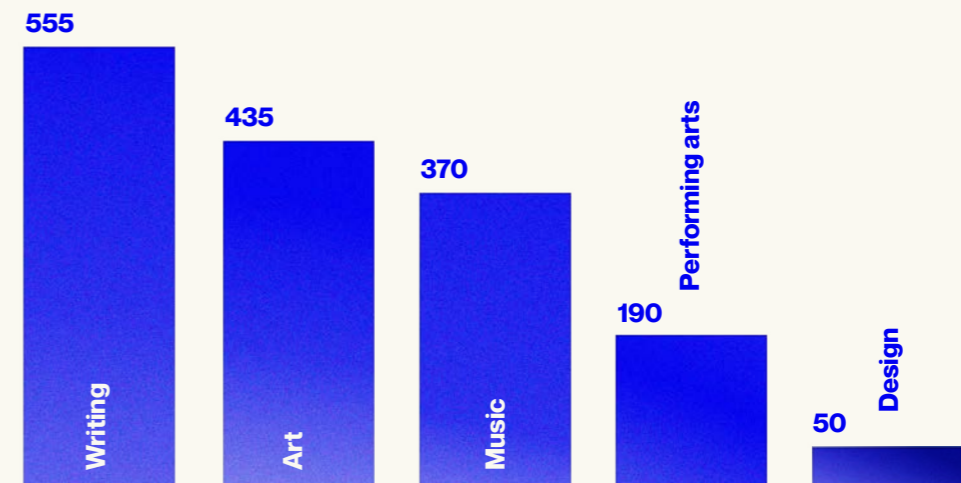


# Public contributions to design and architecture total 150 million ISK in 2022



# Artists' Salary Fund

month's allocated





IV

Ensuring  
education  
for progressive  
generations



# Interactive contact



*Powering the Future*  
Gagarin

# Interactive contact

A good community relies on design, ingenuity and innovation. In order to improve society and promote value creation in Iceland through design and architecture, it is necessary to increase awareness of the professional knowledge of designers and architects and to ensure that their education and skills meet current challenges.

Iceland Academy of the Arts is a mainstay of design and architecture professions in Iceland and its operations are a key variable for their continued growth and development. The school has design and architecture departments, as well as an art education department.

Another important cornerstone of Icelandic design and architecture is the Museum of Design and Applied Art, which collects, preserves, communicates, participates in research on and holds exhibitions of Icelandic design.

Design-related professions are dynamic by nature. Educational options, not least in continuing education, must therefore be under constant review and take rapid technological development into account. The selection of study options in new design disciplines such as digital design, service and experience design, and interface design in which demand for specialist knowledge is growing must be increased.



# Inventive solutions



*Office space*  
STÅSS Arkitektar

# Inventive solutions

Contemporary challenges call for an increasingly interdisciplinary approach to education, research, and collaboration. It is therefore urgent to create more incentives for purposeful cooperation between different academic fields at universities and between universities themselves and the commercial sector.

Approaches to raising awareness and increasing understanding of design methodology involve ensuring that educational material about design and architecture are accessible to students at various levels of education, and that teachers have access to continuing education and professional development opportunities in that field. Diverse approaches are already being taken to integrate design with other academic fields, but there are few courses of study available that place their main emphasis on design and architecture. It is desirable for as many students as possible to obtain technical knowledge and understanding of the methodology of design thinking, of different kinds of design, and how they relate to innovation. Such knowledge and methodology has a clear connection to the fundamental pillars of education in the national curriculum for pre-, primary-, and secondary schools; creativity, literacy, and sustainability.

Working designers should have a diverse background. In this respect, it is necessary to encourage that students of diverse origins have good access to design education.

# Control sound with motion



# Control sound with motion

*Wave ring*  
—  
*Genki Instruments*

## Objectives

Increased knowledge sharing and diverse educational options in architecture and design fields

## Approaches

- ◆ Promote an increased selection of educational opportunities in design fields, such as digital design, experience design, service design, and interface design as well as craftsmanship, and technical knowledge.
- ◆ Incentivise purposeful collaboration among different academic fields at universities and between universities and industries, e.g. in design fields and computer sciences or commerce, engineering, anthropology, environmental and resource sciences, and management. Encourage interdisciplinary approaches in education, research, and collaboration.
- ◆ Guarantee access for designers and others to continuing education and design thinking that supports professional development and the technical knowledge of designers and architects.



# Things that entice



*SAND earrings*  
—  
*AURUM*

# Things that entice

- ◆ Increase education on, and awareness, of copyright and design protection, which considers the unique and diverse working environments of those who work in the visual arts, such as designers and architects, and the importance of transparent contracting.
- ◆ Evaluate options for conservation, dissemination, and research on the cultural heritage of Icelandic architecture, with reference to the Icelandic Cultural Heritage Policy.

## 📖 STEM or STEAM?

STEM is an umbrella concept that covers science, technology, engineering, and mathematics. Education in the STEM fields trains people to employ scientific and technical methods in problem solving.

In order to maximise advantage from scientific and technical knowledge, societies are increasingly emphasising a more diverse education and increased interdisciplinary cooperation. There is therefore an increasing trend to refer to STEAM fields, where the A stands for arts and humanities fields: creativity, arts, and design.

V

Maximising  
visibility   
 of Icelandic  
design  and  
 architecture



# A century of innovation



Alfred  
66°North

# A century of innovation

A lot has been accomplished in recent years by drawing attention to and raising interest in Icelandic design and architecture.

Iceland Design and Architecture has had great success, including sponsoring several projects that have promoted visibility and discussion, such as DesignMarch, DesignTalks, and the Icelandic Design Awards. Iceland University of the Arts has also educated and promoted through diverse projects and events, and the Museum of Design and Applied Art organises ambitious exhibitions. Many Icelandic businesses have drawn attention to the value and importance of design to their production and service.

Iceland Design and Architecture's projects have garnered attention abroad and are regarded as interesting and even exemplary, as the centre's work has an unusually wide breadth of focuses, opposes segregation, and maintains interest in cultural life, society, and the business community. Iceland Design and Architecture has professional and specialist knowledge of the opportunities, emphases and methods of designers and architects that can be further employed as well as increased consultation about design matters for the commercial and government sectors.

Work must be done to increase the understanding among businesses and institutions of the positive impact of design thinking on projects, services, and organisations. In order to increase respect for and visibility of Icelandic design, it is crucial to focus on the manifestations of design in as many

# Timeless morphology



*Kjarval Chair*  
—  
*Sveinn Kjarval*

# Timeless morphology

areas as possible, including at institutions, in buildings, Iceland's consulates, public projects, services, and promotional material. There are opportunities to be had in making it easier for Icelandic designers to participate in professional promotional events abroad.

## **Goal**

**Maximize visibility and awareness of Icelandic design and architecture**

## **Approaches**

- ◆ Ensure Iceland's participation in the Venice Biennale of Architecture.
- ◆ Strengthen the core operations of Iceland Design and Architecture in promotional areas, with an emphasis on:
  - International promotional work in collaboration with Business Iceland and the Ministry for Foreign Affairs with a focus on Iceland's unique status as a sustainable society whose prosperity is founded on the development of design.
  - A wide range of domestic promotional opportunities, including in collaboration with the Museum of Design and Applied Art and Iceland University of the Arts.
  - Opportunities for Icelandic product and clothing designers to participate in professional and business presentations abroad.
  - Promote the Icelandic Design Awards.
  - Increased opportunities for participation in international collaborative and promotional projects.





## Professional groups

Architects Association of Iceland  
 Association of Landscape Architects  
 Association of Furniture and Interior Architects  
 Association of Graphic Designers  
 Icelandic Fashion Council  
 Association of Industrial- and Product Design  
 Icelandic Goldsmith Association  
 Ceramist Association  
 Association of Set and Costume designers  
 Digital Designers  
 Service Designers  
 The Textile Association

## Government

Ministry of Culture and Business Affairs  
 Ministry of Higher Education, Science and Innovation  
 Ministry of Infrastructure  
 Ministry of the Environment, Energy and Climate  
 Other Ministries

## The private sector

Design Studios  
 Architectural practises  
 Fashion Design companies  
 Product Design companies  
 Advertising Agencies  
 Digital Design Studios  
 Design houses  
 Companies that rely on designed products and services

# Ecosystem of design and architecture

## Funding

Design Fund  
 Artists' Salary Fund  
 Technology Development Fund  
 Icelandic Student Innovation Fund  
 Askur - Infrastructure Research Fund  
 Climate Fund  
 Infrastructure Fund  
 Nordic Funds  
 European Funds

## Working environment

Iceland Design and Architecture  
 Business Iceland  
 Association of Creative Industries  
 Federation of Icelandic Artists  
 SI - the Federation of Icelandic Industries  
 SA Confederation of Icelandic Enterprise  
 Crafts and design

## Museums

Museum of Design and Applied Arts  
 National Museum of Iceland  
 Other museums and institutions

## Education

Icelandic University of the Arts  
 University of Iceland  
 Reykjavik University  
 Bifröst University  
 The Reykjavik School of Visual Arts  
 Akureyri School of Visual Arts  
 Kópavogur School of Visual Arts  
 Technical College  
 Other colleges  
 Other educational institutions of higher education



# Object in a minute



*Minute candlestick*  
—  
*Studio Flétta*

# Object in a minute

## Connection to other policies

The policy's focuses on design and architecture issues take into account the Icelandic government policymaking in the context of the UN Sustainable Development Goals. The 17 objectives integrate three pillars of sustainable development: the economy, society, and the environment.

As a methodology, design is useful both directly and indirectly in pursuance of the objectives. The policy's measures are intended to deliver results, professionalism, and quality for society and the environment's benefit.





# Carbon fiber prosthetics



*Cheetah prosthetic*  
Össur

# Carbon fiber prosthetics

## Subgoals include:

- » No later than 2030, the number of young people and adults with practical knowledge must increase significantly, including in technical and vocational training fields, in order to be able to fill relevant jobs, obtain decent work, and engage in entrepreneurship. [4.4]
- » Up until 2030, use of resources for consumption and production will be steadily improved and efforts will be made to reduce economic growth that negatively affects nature, in accordance with a ten-year framework plan for sustainable consumption and production, with high-income countries in the forefront. [8.8]
- » No later than 2030, a strategy must be developed and implemented with a view to promoting a sustainable tourism industry that creates jobs and emphasises local culture and production. [8.9]
- » Reliable, sustainable and flexible infrastructures are to be developed, both local and across borders, with a view to promote economic development and prosperity that emphasises equal access at a cost that's fair to everyone. [9.1]
- » Positive economic, social, and environmental relations between urban areas, densely-populated areas on the outskirts of urban areas, and rural areas must be promoted by funding plans for urban development on both the national and regional levels. [11A]



# Nature as a client

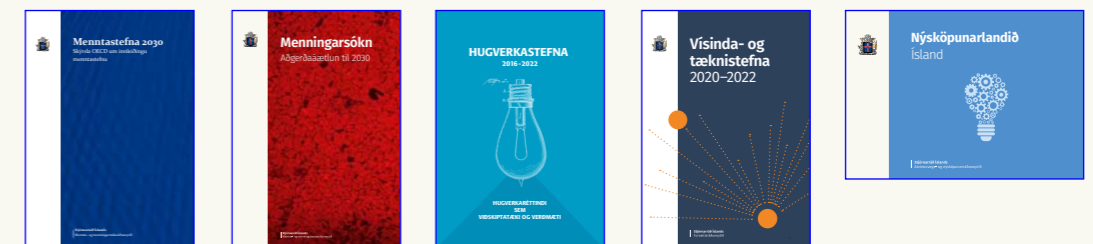


Saxból  
Landslag ehf.

# Nature as a client

- » Sustainable procedures for public procurement will be encouraged in accordance with domestic policy and priority. [12.7]
- » Efficient partnerships within the public sector and between the public and private sectors, as well as amongst citizens, will be encouraged and such projects supported. Their implementation will be based on experience of collaborative projects in general, and resourcefulness is paramount. [17.17]

Policy planning in matters of design and architecture also connects to the government's policy on innovation, Land of Innovation (is. Nýsköpunarlandið), the Science and Technology Policy 2020-2022, the Education Policy 2030 and Intellectual Property Policy.



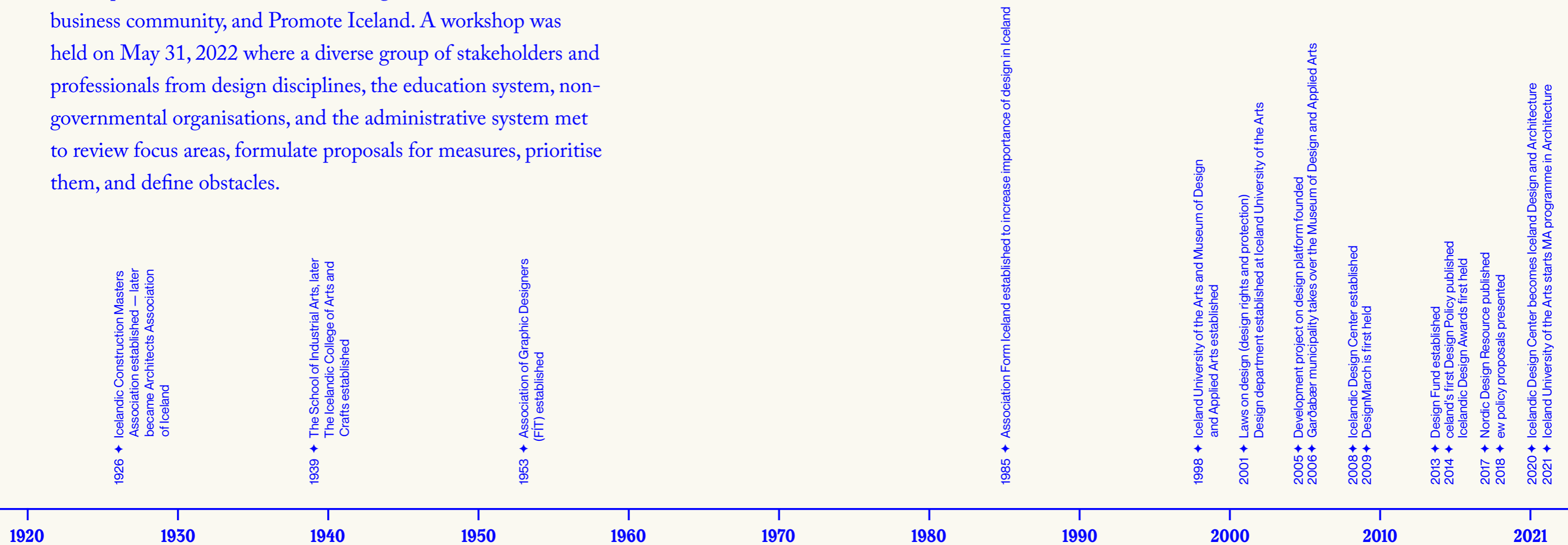


## Process and participants

This policy builds on previous policies, on that was implemented from 2011-2013 and one in effect from 2014-2018, a draft of a new policy presented in 2018 along with comments received about it, and the results of a June 2021 meeting of Iceland Design and Architecture. The draft was presented through the Public Consultation Portal in the summer of 2022

Policy planning also included an educational trip to Copenhagen and Oslo about design industry matters that the Minister of Culture and Business Affairs attended in April of 2022 along with representatives from Iceland Design and Architecture, the business community, and Promote Iceland. A workshop was held on May 31, 2022 where a diverse group of stakeholders and professionals from design disciplines, the education system, non-governmental organisations, and the administrative system met to review focus areas, formulate proposals for measures, prioritise them, and define obstacles.

# Timeline of change



# Warmth then and now



# Warmth then and now

2022 Collection  
MAGNEA

## List of illustrations

Page	Image	Rights holder   Photographer
18	Vök Baths at Urriðavatn Lake	Basalt Architects   Aleksandra Stanik
20	Shelf, Plastplan	Björn Steinar Blumenstein   Björn Steinar Blumenstein
22	Float cap	Unnur Valdis Kristjánsdóttir   Gunnar Svanberg
26	EVE Online	CCP Games   CCP Games
30	Shape. Repeat	Valdis Steinarsdóttir   Axel Sigurðarson
32	Policy formulation	Iceland Design and Architecture
36	Hotel Retreat, Blue Lagoon	Basalt Architects & Design Group Italia   Ragnar Th. Sigurðsson / Arctic Images
38	Efstaleiti	Arkþing   Christopher Lund
40	Vegrún	Kolofon   Axel Sigurðarson
42	Glacier exhibit	Gagarín   Ragnar Th. Sigurðsson
48	Office space	STÁSS Arkitektar   Axel Sigurðarson
50	Wave ring	Genki Instruments   Ketchup Creative
20	Sand earrings	AURUM   Magnús Andersen
56	Alfreð	66°Norður   Ari Magg
58	Kjarval Chair	Epál   Gunnar Sverrisson
62	Minute candlesticks	Studio Flétta   Sunna Ben
64	Cheetah prosthetic	Össur   Golli (Kjartan Þorbjörnsson)
66	Saxhóll	Landslag ehf.   Þráinn Hauksson
70	2022 Collection	MAGNEA   Studio Fræ

Images from DesignMarch, Iceland Design and Architecture and the Museum of Design and Applied Art: M Studio Reykjavík, Aldís Pálsdóttir, Ragna M. Guðmundsdóttir, Lilja Jóns, Sebastian Ziegler og Vigfús Birgisson. Photo of the Minister: Sigtryggur Ari.

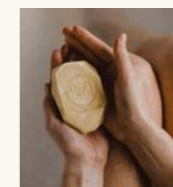
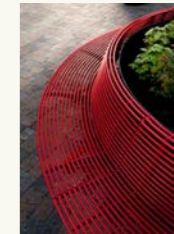
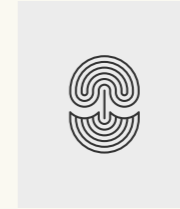
Design and Architecture Policy until 2030

Managed by: Iceland Design and Architecture

Published by: The Ministry of Culture and Business Affairs

Design: Arnar&Arnar.





# until 2030 Outlining the future



Government of Iceland  
Ministry of Culture and Business Affairs



# Design and Architecture Policy until 2030



# Des Arc Poli unti