

WORKSHOP FOOD AND MEALS IN THE COMMUNICATION OF COASTAL CULTURE AND HISTORY

TUESDAY 30 AND WEDNESDAY 31 OCTOBER 2012



FOTO: TJUVHOLMEN SJØMAGASIN

New Nordic Food hereby invites representatives of coastal museums and maritime cultural attractions in the Nordic countries to a workshop in Oslo, 30 to 31 October 2012. We are specifically addressing museums that wish to develop food activities and menus as an integrated part of their storytelling about coastal culture.

The aim of the workshop is to share knowledge on how food and food traditions in coastal areas can be part of an engaging communication within coastal museums. This could for instance be activities for visitors, meals and menus in the café or restaurant, and products for sale. Innovative processes are already running, and we are convinced that Nordic colleagues have a lot to learn from each other. Through the application of creative methods and active involvement you are likely to acquire new ideas and inspiration as well as a Nordic network.

The program comprises presentations of best practices from for instance Vikingeskibsmuseet (the Viking ship museum) in Roskilde and Lindesnes fyrmuseum (Lindesnes lighthouse museum).

In Denmark Zonen for Madkultur through their project “En bid af Historien” has developed a concept for simple and healthy fast food. Among others, the Viking ship museum, in cooperation with restaurant Snekken, has adopted the concept to develop what they call “Ny nordisk Vikingemad” or new Nordic Viking food.

At the southern tip of Norway, at Lindesnes lighthouse, staff are working on different levels to explore and communicate the relation between what the sea has to offer, traditional food in the area, and what is being served at the museum. They have also developed a series of food memories, which are souvenirs for sale.

WHEN?

TUESDAY 30 AND WEDNESDAY 31 OCTOBER

THE SEMINAR WILL START AT 12:00 NOON ON DAY ONE AND INCLUDES LUNCH ON DAY TWO. BOTH LUNCHEAS ARE SERVED AT APP. 13:00 PM.

WHERE?

TJUVHOLMEN SJØMAGASIN, OSLO

TJUVHOLMEN SJØMAGASIN, TJUVHOLMEN ALLÉ 14, OSLO
WWW.SJOMAGASINET.NO

The workshop is free of charge with two lunches and an evening meal included. Participants are responsible for their own travel expenses and accommodation. Fee for no show: NOK 1.000,-

Accommodation

Participants are responsible for booking accommodation. Tjuvholmen Sjømagasin is situated close to Aker Brygge, in central Oslo. The hotels in Vika, Kvadraturen and the area around Karl Johan street are all within walking distance.

This venue is part of Norway's presidency in the Nordic Council. Organizers are New Nordic Food in cooperation with Stiftelsen Norsk Matkultur.

Welcome to two inspiring days in Oslo!

Register directly to project manager of New Nordic Food
Charlotta Ranert at Charlotta@charlottaranert.se

Registration is binding. Deadline for registration: 12 October

The number of participants is limited to 25, and we aim to have participants from all Nordic countries. We kindly ask you to register only one representative from each museum.

For further information please contact Charlotta Ranert
tel +46 737 18 13 18

Please observe that the workshop will be held in English.

About New Nordic Food

New Nordic Food is a program under the Nordic Council of Ministers. The program aims to revitalize the Nordic food culture by promoting the use and diversity of Nordic regional ingredients and hence develop a new Nordic cuisine. New Nordic Food helps to create a common food culture that reflects the qualities of our region – purity, simplicity, security and ethics.

www.nynordiskmad.org