

**Nature Within: Capturing Icelandic Beauty Indoors**



Designing an experience that explores the history of the people of Þjórsárdalur, the Þjórsá River, the Valley and the Highland Attractions.

The experience we designed aims to capture the beauty of Iceland by bringing the outdoors elements, indoors. We have focused on 3 main parts of the visitor center: the entrance to the center itself, the movie theater and the main exhibition.

### Entrance to the Visitor Center

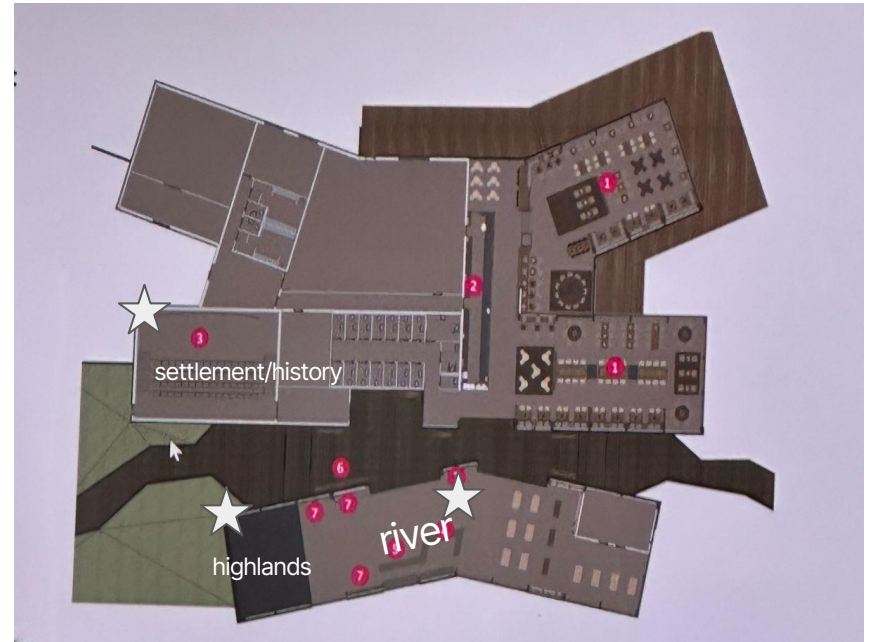
- Moss Wayfinding
- **River** leading to main attractions at the visitor center (exhibition, movie theater & restaurant)

### Movie Theater

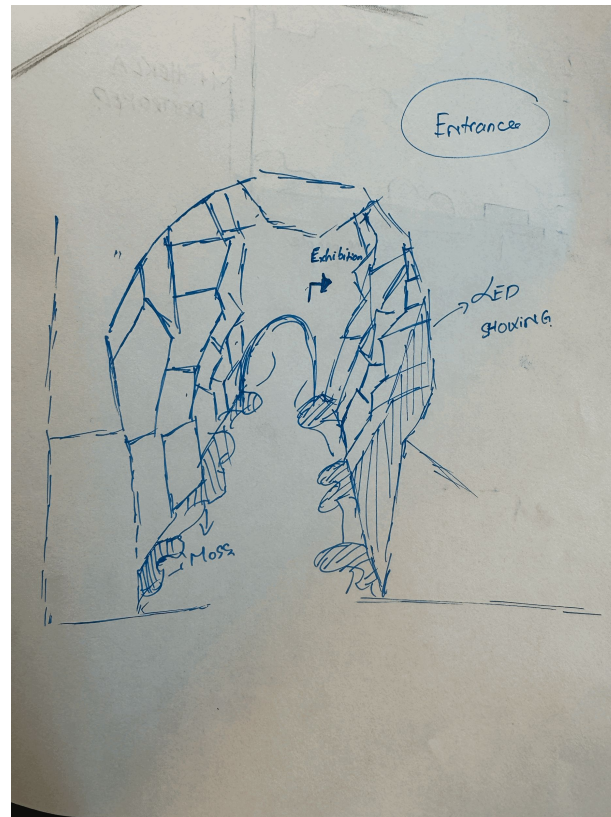
- Short Film focusing on the history of the **people** and the **settlements** (10 minutes)

### Exhibition

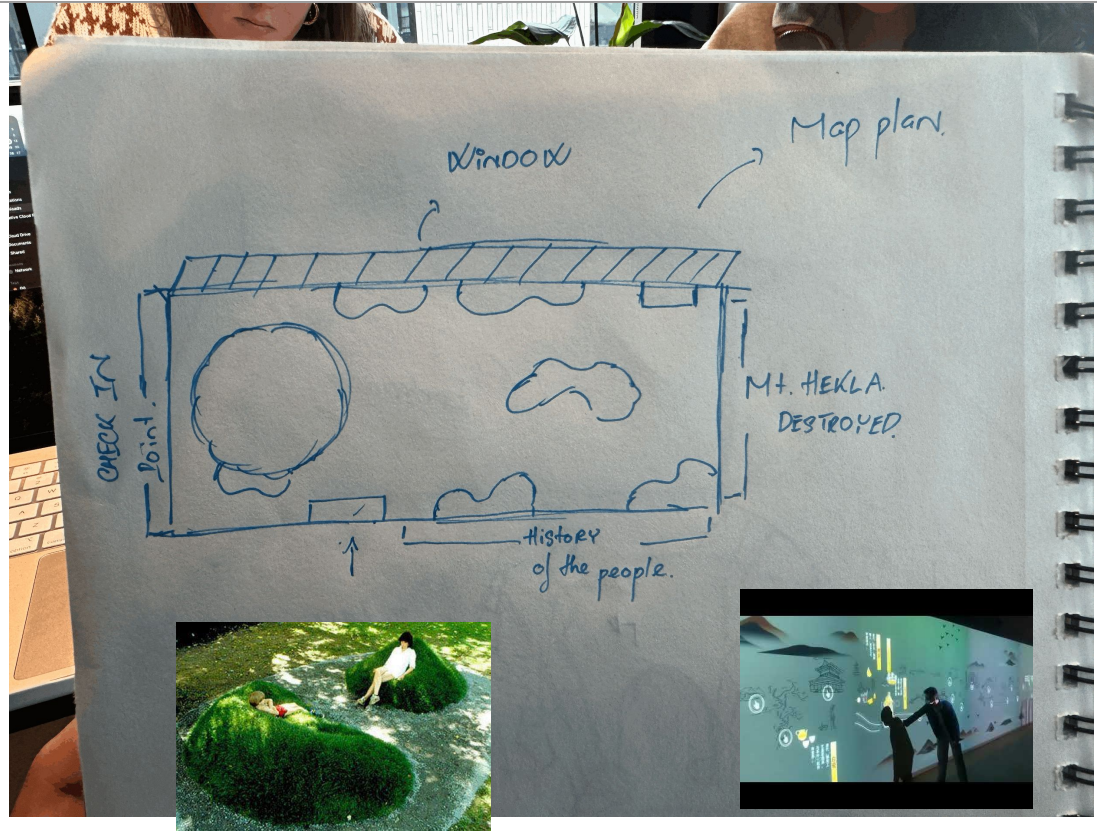
- Main entrance leads to interactive settlement timeline
- Mt. Hekla interactive experience
- Window showing outside landscape
- Northern Lights hanging LED display
- Smaller exhibit of the Northern Lights



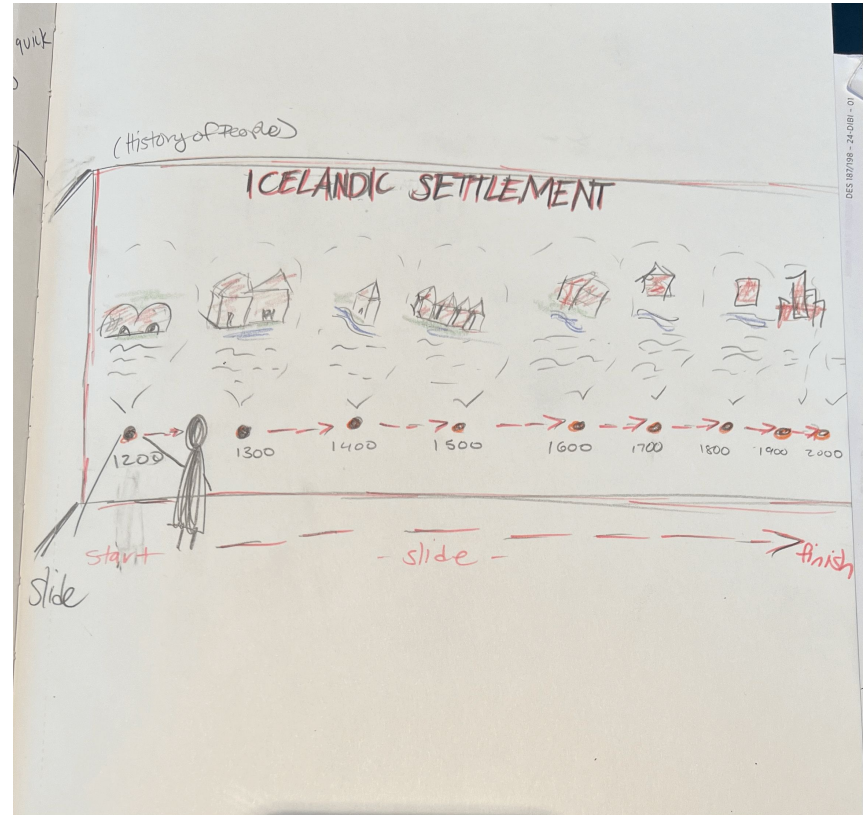
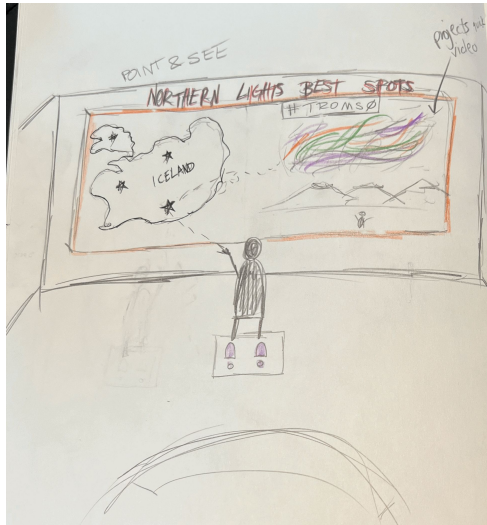
## MOUNTAINOUS ENTRANCE



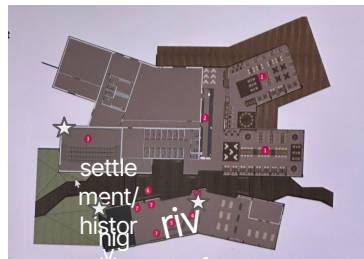
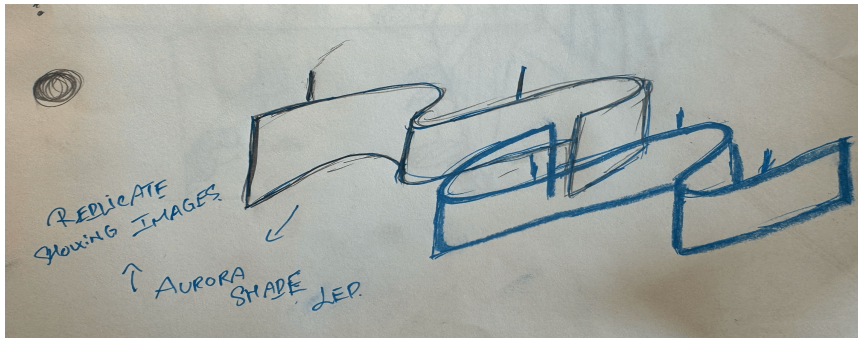
## MOSS WAYFINDING & FLOWING RIVER



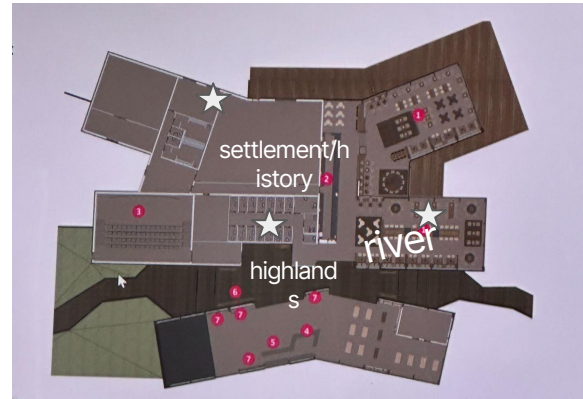
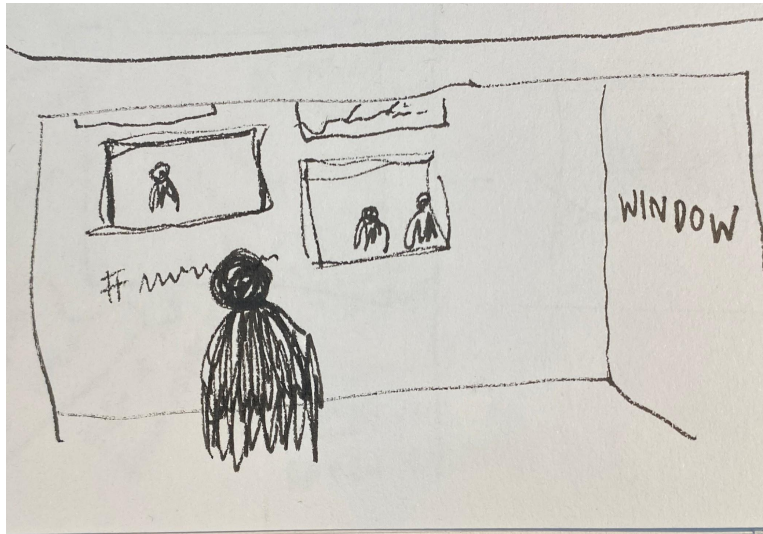
## History of the People - Interactive Settlement Timeline



## AURORA LIGHTING DISPLAY



## Check in point



feature wall from past visitors, using hashtag;  
highlights other popular local points of interests

## Theater

### Settlement/History of people

- Projection screen covering large window of the view
- Starts off as a dark room showing video about the history and settlement that disappeared
- After the film the projector goes up
  - Revealing the view of the site from lowlands
  - Bringing light into the room
- Immersive elements such as fresh scents and slight wind inside the room to make the users feel like they're outside

