THE MARSHALL HOUSE

Written By
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A design proposal for a space set in an old herring factory in Reykjavík, Iceland for locals and tourists to absorb the rich history of the fishing industry through various activities such as food workshops, culinary experience and a historical exhibition as well as an apartment hotel for seasonal fish factory workers in the area with the option for it to be utilised as a hotel for tourists.

3002AAD CW2
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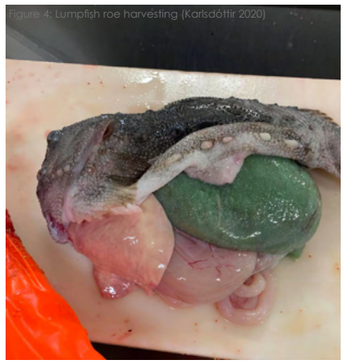
From working in the fishing industry in Iceland for the past two summers I have learnt so many valuable things about my country's past and the important influence this industry has had on our community. It has brought me friends and opportunities to travel and live in new places. I used my experience as my biggest inspiration for this project. Without the fishing industry Iceland would be nothing.

-Hófí Karlsdóttir


Figure 1: Bakkafjörður fish factory (Karlsdóttir 2020)

Figure 2: Abandoned fishing boat (Karlsdóttir 2020)


Figure 3: Freshly harvested Lumpfish roe (Karlsdóttir 2020)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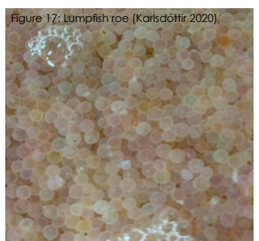
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The Marshall house – a design proposal for a space set in an old herring factory where Icelandic locals and tourists can absorb and learn about the rich history of the Icelandic fishing industry through various activities such as food workshops, culinary experience and a historical exhibition as well as an apartment hotel for seasonal fish factory workers in the area with the option for it to be utilised as hotel for tourists if not in use by workers.

This report investigated the demographics of Iceland with secondary research in order to understand the users' needs better and what key elements of design need to be present. Main features and history of the building were looked at as well as local climate in Reykjavík in order to recognize reasons for which materials were chosen and how they affect the building's energy efficiency and performance.

The Marshall House is located at the old harbour area in the heart of Reykjavík, the capital of Iceland. This area is heavily visited by tourists due to many interesting local attractions such as museums, shops and restaurants (Iceland Magazine 2017). For this reason, it can be assumed that most of the Marshall House visitors will be tourists. From looking at case studies visitors will most likely be a blend of Icelandic nationals and tourists. Majority of tourists will be British and United States nationals aged 25 to 34 years old (Icelandic Tourist Board 2018).

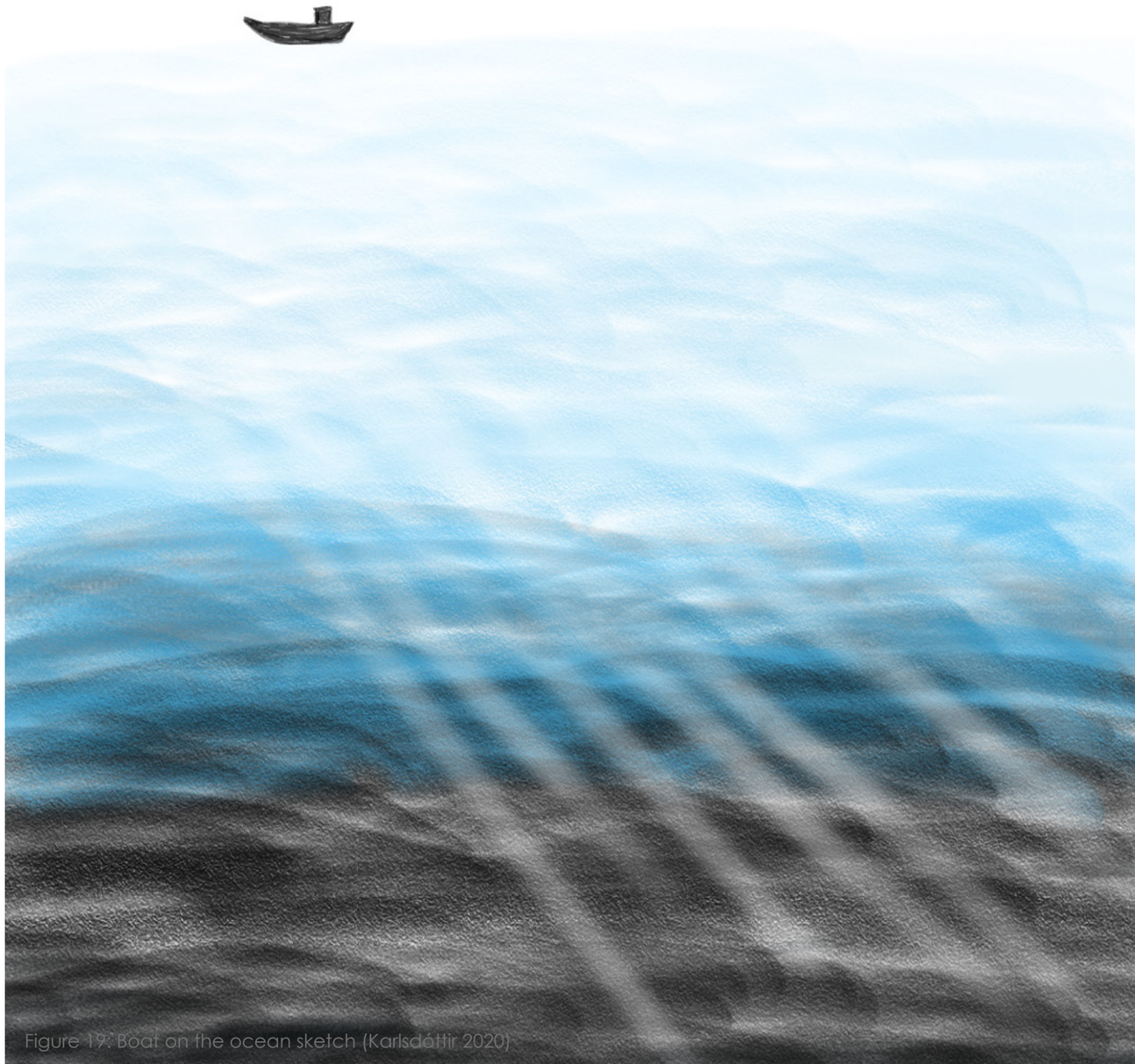

Figure 19: Boat on the ocean sketch (Karlsdóttir 2020)

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2 / INTRODUCTION

From enduring multiple natural disasters and epidemics in the 18th century, Icelanders barely survived due to the aftermath of a disastrous volcanic eruption and the smallpox epidemic (Tomasson 1977) (appendix 1). After a massive loss of cattle and farmland due to ashfall (Tomasson 1977), Icelanders had to depend on harvesting the sea like never before and the fishing industry became the backbone of the country's growth in the 19th century (Thorarinsson 1961).
This led to an economic upswing in the early 20th century and the evolution of Reykjavík, eventually shifting the capital of Iceland, from a small town to a modern city (Matthiasson 2020).

The aim of this project is to incorporate the essence of Iceland's rich history of fishing, more specifically "The Herring Adventure 1867-1968" (Icelandic: Síldarœvintýrið) - a more appropriate translation "The Great Herring Era" (appendix 2) - into the design process of an interactive exhibition/seasonal food workshop for the visitor to have a chance to experience the fishing industry first hand, a fine dining restaurant with dishes inspired from the sea around Iceland and studios for seasonal fish factory workers in the area that can be used as an apartment hotel for tourists visiting Iceland when not in use by workers. The project is set in an old herring factory that stood vacant for decades after the Great herring era was over in 1968.

The project also aims to not only educate and entertain visitors of Iceland, but also the local people who want to reach deeper into their roots, of the history and pride that Icelanders have for their country and to remind people of the magnificent impact the trade had on the nation as a whole during times of hardship.

Visitors will range in age, from adults to children, but visitors from the UK and the US aged 25-34 and 45+ can be expected to be in a majority of visitors. They will most likely choose summer time for visiting (Icelandic Tourist Board 2018ab).

The research for this report was collected with secondary research with focus on demographics in Iceland's tourism to gain a better understanding of the end user.
It also investigated the building's local climate, material usage and how sustainable energy is used effectively in Icelandic construction.

Certificate of ethical approval from Coventry University can be found in appendix 3.

Case study / Flyover Iceland - 4D birdseye view of Iceland's many natural landmarks (more information on page 21)

Old bait sheds and warehouses that were turned into design shops, restaurants, food halls and cafés

The Marshall House - Building that will house the project (more information on page 25)

HB Grandi Fish Production - owner of the Marshall House

Case study / Whales of Iceland - Immersive museum experience (more information on page 24)

Figure 23: Flyover Iceland Opens (Mannvit 2019)

Figure 24: Marshallhouse (E&Co. 2016)

Figure 22: Whales of Iceland logo (Whales of Iceland n.d.)

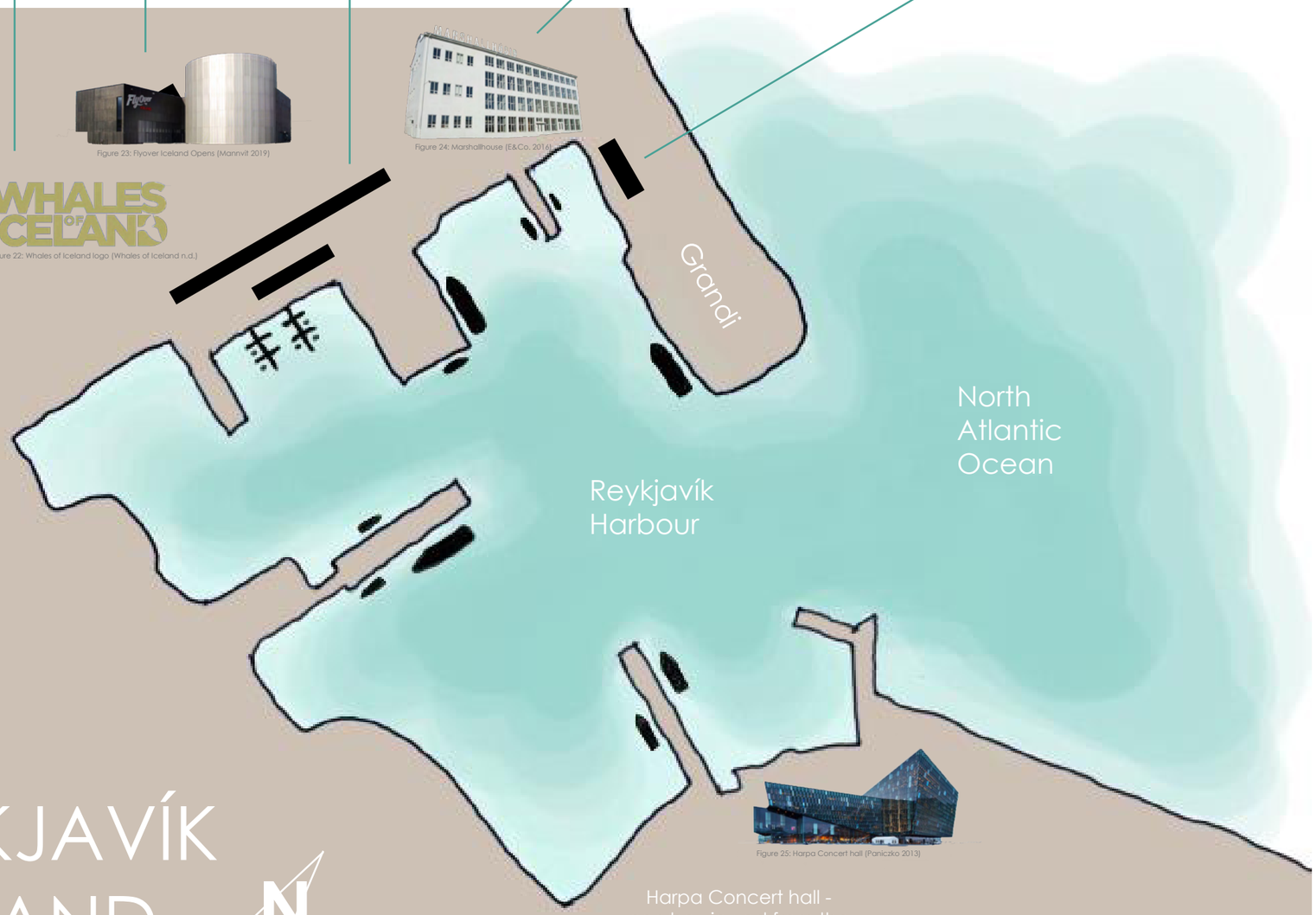


Figure 25: Harpa Concert hall (Paniczko 2013)

Harpa Concert hall - can be viewed from the Marshall House

REYKJAVÍK
ICELAND

Figure 21: Map of Reykjavík Harbour (Karlsdóttir 2020)

3 / LOCATION

Grandi – at first a tight isthmus connecting a small island called Örfirisey to the mainland – then, after being extended with landfills, this centrally located area has been a notorious base for the trawler and fishing industry for decades given that it is in the middle of the Old Harbour in Reykjavík (Iceland Magazine 2017).

The area is changing rapidly with tourism growing fast and old fishing factories or warehouses are being used for other purposes fitting tourists needs. The fact that the area is changing so much from its original purpose is not all bad though as the area has never been as thriving as it is now. Multiple restaurants and food halls offering exciting food options, both traditional and non-traditional (Maxwell 2020). Local design shops and boutiques are popping up along with great historical and natural museums as well as memorable experiences for all age groups (Iceland Magazine 2017).

4 / TRAVELLER DEMOGRAPHICS

Given the central location of The Marshall House, it can be assumed that most of the visitors will be tourists. A deeper look into the traveller demographics of the popular travel destination in the north is necessary to gain a better understanding of the end user.

But how and when did travelling to Iceland get so popular?

After the eruption of Eyjafjallajökull in March 2010, Iceland was broadcasted all over the world due to the devastation affect the eruption had on international travel. People were stuck in airports all over the world due to ashfall and around 95,000 flights were cancelled (Sheivachman 2019) (figure 26)

The large media coverage that Iceland got, not only due to the global effect of the eruption, but also due to the impossible-to-pronounce name of the volcano - Eyjafjallajökull - acted as an "accidental travel campaign" for Iceland with the world's largest news broadcasters showcasing the country's magnificence during the three months the eruption lived on television (Youtube 2010) (Video link in appendix 4).

Iceland had suffered an economic crisis in the years before the eruption, so airfares were cheap due to the country's weak currency (Sheivachman 2019) and Iceland was therefore - as seen in table 1 - attracting a rising number of tourists, most of them coming from the United States, United Kingdom and Germany up third (Oladottir 2012).

Visitors through Keflavík Airport
by nationality

	2010 / 2011
Canada	13,447 / 17,929
China	5,194 / 8,784
Denmark	38,139 / 40,705
Finland	11,012 / 12,031
Germany	54,377 / 56,815
Italy	9,692 / 12,346
Japan	5,580 / 6,902
Netherlands	17,281 / 19,997
Norway	35,662 / 41,802
Spain	12,237 / 13,971
Sweden	27,944 / 32,835
Switzerland	9,163 / 10,155
United Kingdom	60,326 / 67,608
United States	51,166 / 77,561
Other	78,777 / 85,426
Total	**459,252 / 540,824**

Table 1 - Visitors through Keflavik Airport by nationality 2010-2011 (Oladottir 2012)

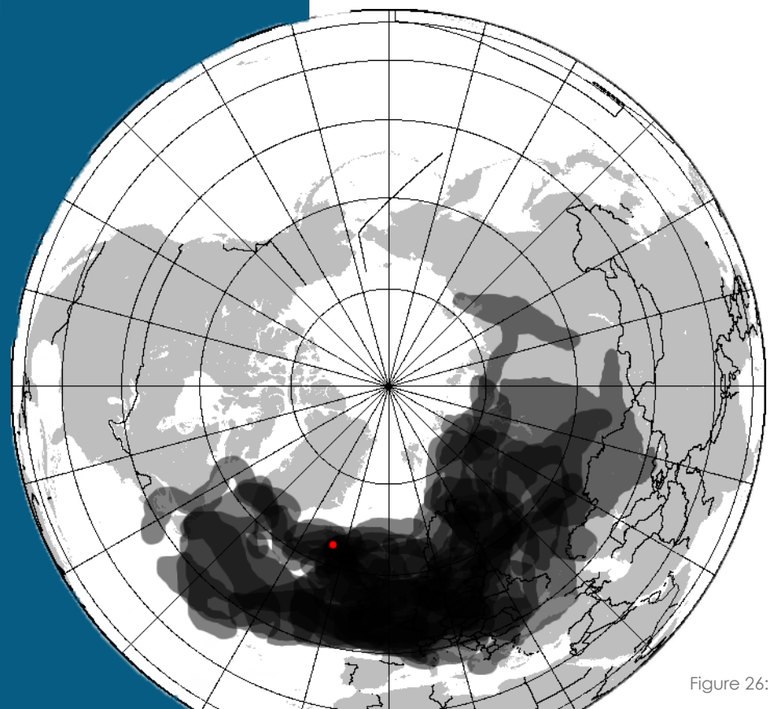


Figure 26: Eyjafjallajökull volcanic ash distribution. Red dot: Iceland's location. (Wikimeda Commons 2010)

International visitors to Iceland 2010-2017

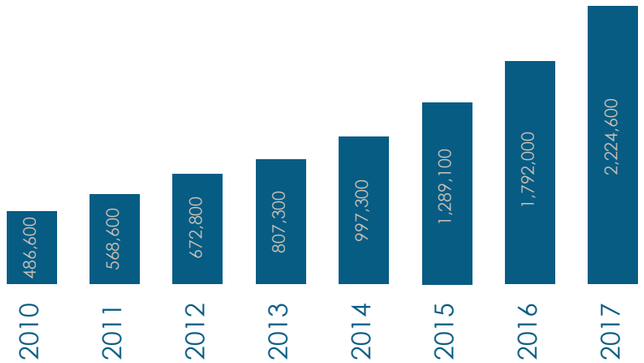


Table 2 - International visitors in Iceland 2010-2017 (Oladottir 2018)

Number of visitors		Proportional increase	
2010	488,600	10-11	15.7%
2011	568,600	11-12	18.9%
2012	672,800	12-13	20.0%
2013	807,300	13-14	23.5%
2014	997,300	14-15	29.2%
2015	1,289,100	15-16	39.0%
2016	1,792,200	16-17	24.1%
2017	2,224,600		

Table 3 - Average yearly growth rate on visitors 2010-2017 (Oladottir 2018)

In the coming years after 2010 there was a steady increase in international visitors in Iceland (tables 2 & 3).

As shown in table 3 the percentage of the average yearly growth rate between years 2010-2014 had a steady increase of approximately 2-3% per year but then in the year 2015-2016 there was a leap of almost 10% from the year before (Oladottir 2018).

In recent years of 2015-2017 the biggest portion of tourists in Iceland were still coming from Germany, the United Kingdom and United States (Table 4).

Visitors through Keflavík Airport

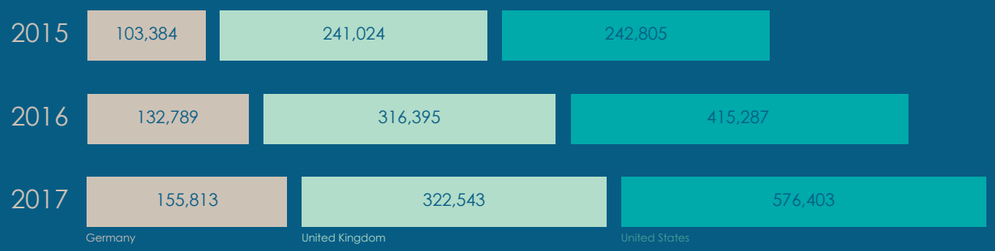
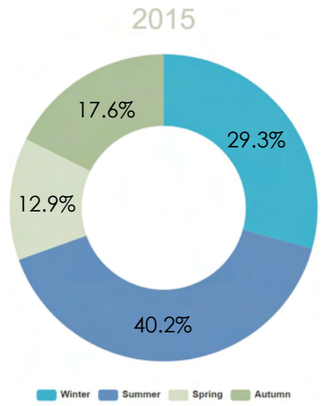


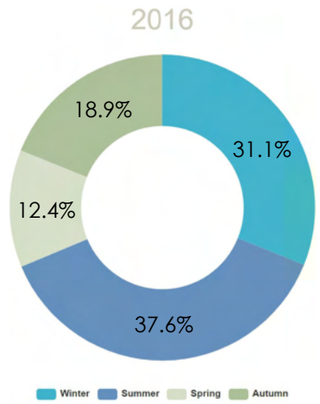
Table 4 - Visitors through Keflavik Airport by nationality 2015-2017 (Oladottir 2018)

4.1 / SEASONS

As shown in table 5 on the next page, the season most appealing for tourists to visit Iceland is summer due to milder weather conditions and 24-hour daylight making travelling around easier (Oladottir 2018).

Winter comes as the second most popular season for travel to Iceland, the only reason probably being the highly sought-after northern lights (Oladottir 2018), which are one of the most popular tourist attractions during the Icelandic winter months (Birbeck, Hamper 2019).





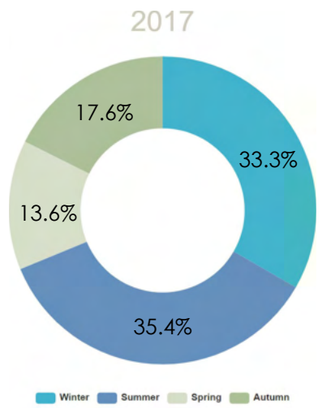


Table 5 - Total visitors in Iceland by seasons 2015-2017 (Oladottir 2018)

It can be assumed from looking at these statistics above, that tourists from the United Kingdom and the United States will continue being the majority of tourists in Iceland in the coming years.

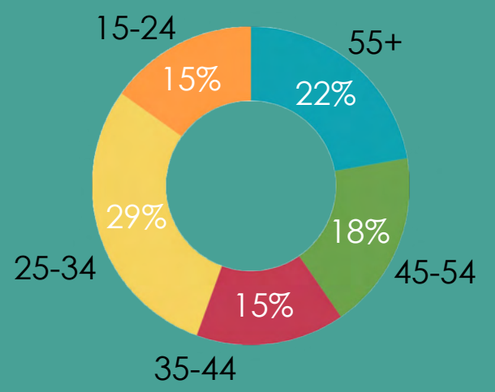
Therefore, a deeper research on traveller demographics in Iceland will be focused on these two countries from the year 2018.

4.2 / THE UNITED KINGDOM

There was a total of 298,000 UK visitors in Iceland in the year 2018. Most of the UK visitors resided in the south of England. 90% of all UK visitors came to Iceland for a holiday. The age of the visitors was quite evenly spread out but the largest age group (29%) was people from ages 25-34 years old followed by ages 55+ years old (22%) (Iceland Tourist Board 2018a).

Gender

Age



Residence

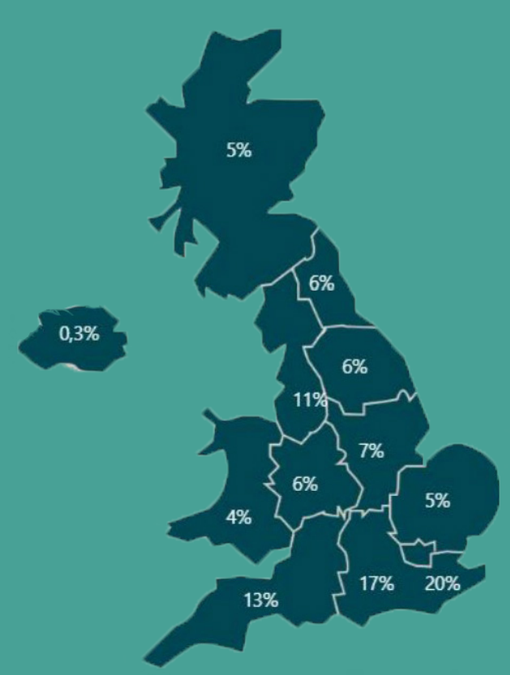


Table 6 - UK visitors by age, gender and residence (Icelandic Tourist Board 2018a)

Table 7 shows that more than half of the UK visitors stayed in hotels or guesthouses. Around 15 % of visitors stayed in rented private accommodation and the remaining chose to stay in an apartment hotel, hostel, tent or other.

Regions visited by UK tourists can be seen in table 8. It shows that around 94% of all UK visitors visited Reykjavík sometime during their stay. Out of many recreational activities that are offered, 43% of UK visitors said that they came to Iceland to see museums and 11% said they came for cultural events such as concerts, theatre or art exhibition (Icelandic Tourist Board 2018a).

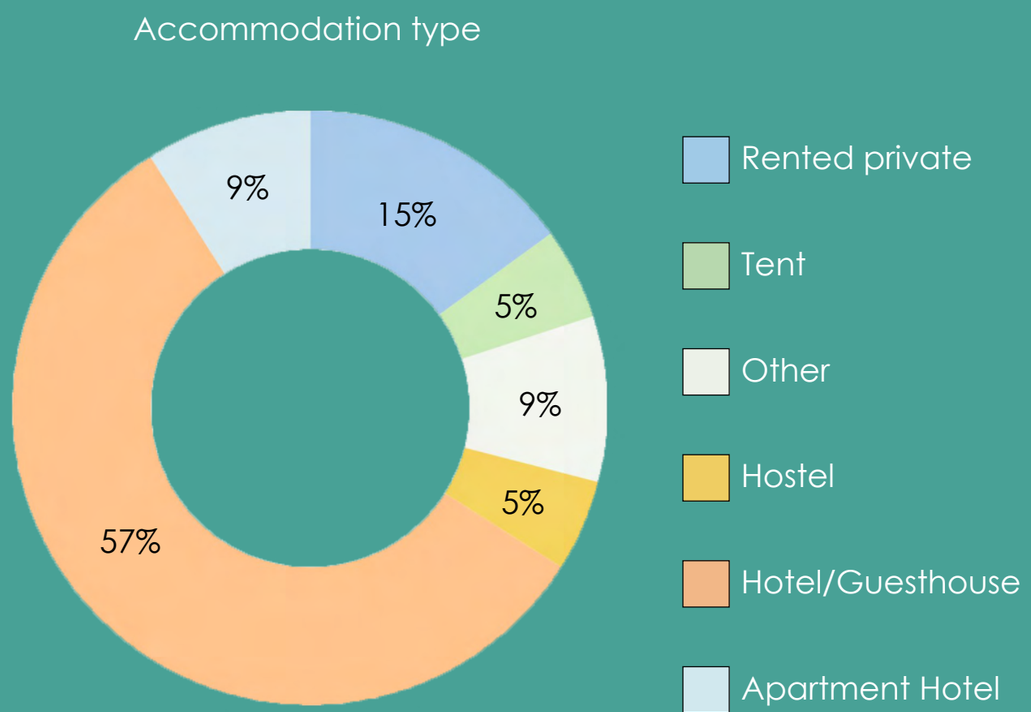
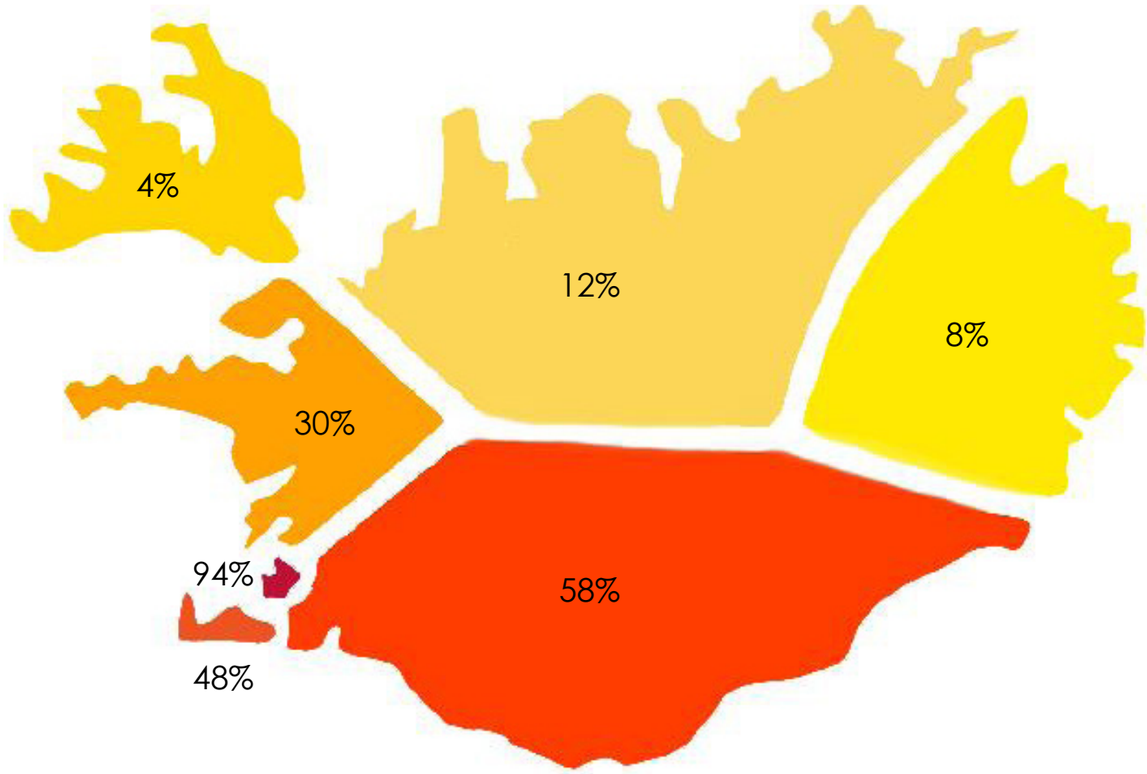


Table 7 - Accommodation type for UK visitors in Iceland (Icelandic Tourist Board 2018a)

Table 8 - Regions visited in Iceland by UK visitors (Icelandic Tourist Board 2018a)



From the research conducted, visitors from the United States behaved very similarly to the UK visitors according to numerical data from the Icelandic Tourist Board (2018b). The United States visitors did spend an average of €414 more per person than the UK visitors which can be explained by the reason that the US visitors stayed an average of one night longer (5.4) than the UK (4.4) (Icelandic Tourist Board 2018b).

5 / CASE STUDIES

There are two attractions at Grandi that offer something very special. They inspire the Marshall House project greatly with astonishing design and thought process.

These attractions are Whales of Iceland museum and Flyover Iceland.

5.1 / WHALES OF ICELAND

Whales of Iceland museum is the largest of its kind in Europe housing twenty-three handcrafted real-life sized models of the many whale species around Iceland, offering an incredibly immersive experience making the visitor feel as if they were underwater with the whales.

After the grand opening of the museum in 2015 most visitors were local people and school children wanting to learn more about the whale species that roam the North-Atlantic, with tourists starting to show interest in the museum after much praise from locals (McMahon 2015).

Figure 27: Whales of Iceland museum (Musement n.d.)

Figure 28: Whales of Iceland showroom (Travel Blog 2015)

Figure 29: Showroom (Whales of Iceland Blog n.d.)

Figure 30: Pre-story in the Icelandic Longhouse (Flyover Iceland n.d.)

Figure 31: The Well of Time (Flyover Iceland n.d.)

5.2 / FLYOVER ICELAND

Fly Over Iceland is a 4D immersive experience like no other giving visitors a birds-eye view of Iceland's many natural landmarks. With feet dangling down from suspended seats, visitors will get the feeling of "flying over" Iceland with the help of a 20-metre spherical screen. But before sitting down for the 4D experience guests enjoy two pre-stories on Icelandic history and customs told by an actor and a virtual troll woman called "Sú Vitra" or "The Wise one" in a partly real/partly virtual set.

The visuals for the exhibition are made by a big team of talented people such as creative directors, composers, illustrators to name a few and a camera equipped helicopter flown by skilled pilots to make sure they get the perfect shot (Flyover Iceland n.d.a).
What makes this experience so special is the brilliant use of visuals, scent, wind and sounds that amplify the visitors experience to a new level (Flyover Iceland n.d.b).

These attractions have done an excellent job to astonish their visitors. Details as these in Whale of Iceland and Flyover Iceland are what the Marshall House aims to have to guarantee an unforgettable visit.

6 / BUILDING INFORMATION & HISTORY

The Marshall House was built in the year 1948 with money Iceland received from the post WWII Marshall Plan (Appendix 5).
The building was used as a fishmeal and herring factory during the Great Herring Era (Appendix 2) before standing vacant for years after herring was no longer to be found in the sea around Iceland, slowly getting weathered away (Benoît 2017).

A couple of Icelandic architects, Ásmundur Sturluson and Börkur Arnarson noticed the dilapidated building when sailing out the Reykjavík Harbour one day in 2016 (RÚV 2017). They thought the building deserved more recognition given its remarkable history.

They decided to revive it in collaboration with the neighbouring fish company and owner of the building, HB Grandi, into an arts complex since communally important art studios around Reykjavík were about to lose their premises and were in desperate need of a new location to house art and exhibitions (Iceland Monitor 2017).

6.1 / STRUCTURE

The building is made with a concrete frame structure with columns and steel beams for support. Concrete structures are more fire-resistive and fit for a higher number of visitors due to durability.

The building is 1,839 square metres and has 4.5 floors. All windows were renewed in 2016 along with concrete on the outside of the building being repaired (IAV n.d.).

Figure 32: The old herring factory (Twitter n.d.)

Figure 33: Old machinery in the herring factory (Mbl.is 2016)

Figure 34: The Marshall House during construction (Mbl.is 2016)

Old machenery left in the herring factory

& location sketch of the Marshall House

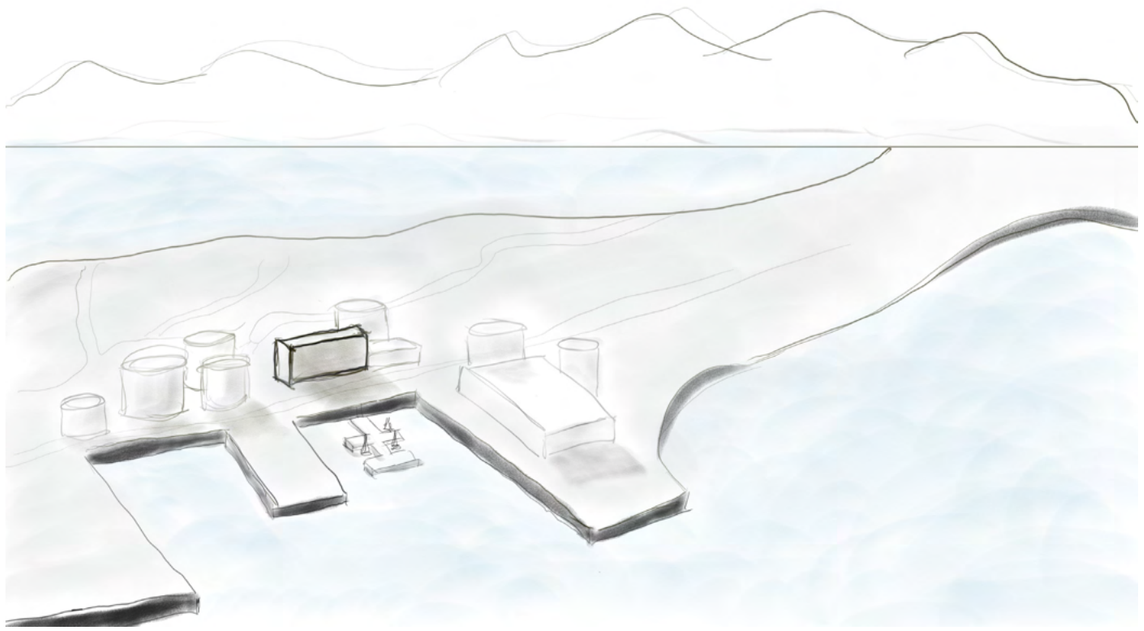


Figure 35: Location sketch of the old harbour (Karlsdóttir 2020)

6.2 / MATERIAL CRITERIA

The Marshall House is in the heart of Reykjavík, standing on the brim of the old harbour exposed to all winds and weathers of Iceland.

The reason for the Marshall House to be built with such durable material as concrete is largely due to the fact that Reykjavík, being the world's northernmost capital city lying at 64°08 'N, has very dramatic subpolar oceanic climate (Otieno 2018) where weather can change rapidly due to the collision of warm climate from the Gulf stream and cold climate from the North Atlantic currents forming very powerful storms (Geo Garage 2013).

The average temperature in high winter (January) is max 2 degrees Celsius and in high summer (July) max 13 degrees Celsius (World Heritage Encyclopedia n.d.)

(More information in appendix 6)

Even though being very strong, concrete is not a flawless building material. In climate such as Iceland where the fluctuation between temperatures of below zero degrees and above zero degrees is common, concrete can crack more easily. This flaw can be reduced by introducing fibres to the mixture (Farzampour 2019).

Concrete in thick slabs acts as good insulation from external thermal fluxes and is therefore a superb choice as building material in climates such as Iceland.

Insulation can be enhanced by adding layers of insulation on concrete walls. This must be done properly to prevent harmful mildew growing from contact with water (Screib n.d.). Mineral wool is mostly used for insulating buildings in Iceland.

Mineral wool is a good choice of material since it is domestically produced in North-Iceland using sand from nearby sources greatly minimising carbon footprint.
The same can be said for using concrete as building material as cement has been domestically produced in Iceland since 1958 using local sources for the production (Breiðfjörð 2011).

Proper insulation is essential for maximum energy performance and to keep cost of heating at a minimum.

Figure 36: Waves crashing on the old harbour (Einarsdóttir 2020)

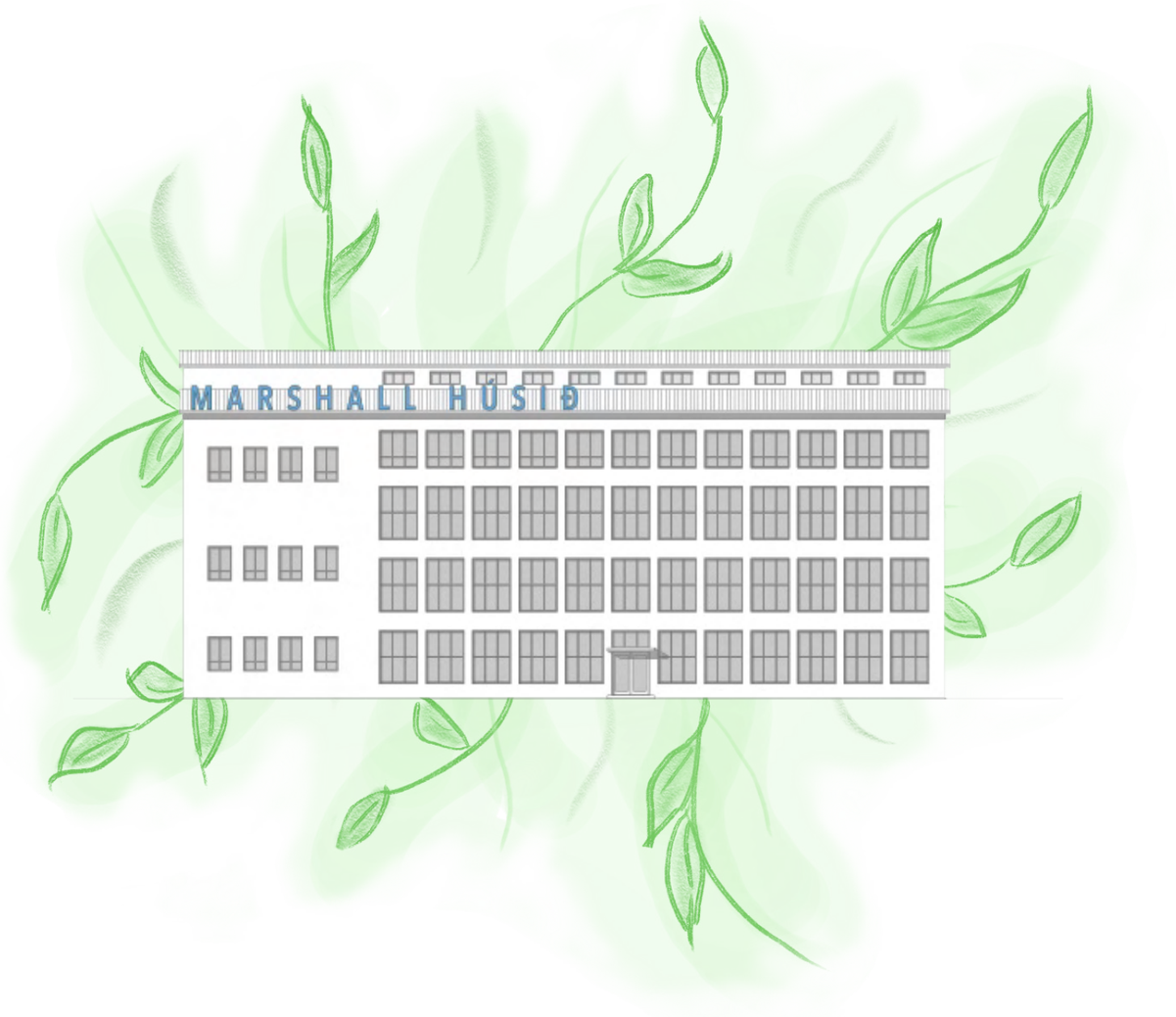


Figure 37: Existing South-East elevation of building exterior with added sketching (Iceland Magazine 2016a)

6.3 / SUSTAINABLE ENERGY IN ICELAND

Reading into before mentioned qualities of both Icelandic climate and materials present in the building, it will luckily neither be expensive nor unsustainable to keep the Marshall House warm through cold and wet weather due to Iceland's geographical location and expertise in manufacturing green energy.

Electricity in Iceland is a 100% renewable and sustainable using the many natural sources available on the volcanic island. 73% of electricity is made from hydro plants utilizing the abundance of falling water present in Iceland and 27% is made from geothermal sources such as steam. Geothermal energy is used to heat 85% of houses and pavements around the country.

Iceland is the world's largest producer of electricity and green energy per capita generating 55,000 kWh per person per year in comparison to less than 6,000 kWh in the EU (Government of Iceland n.d.). Electricity prices are the lowest in Iceland compared to the other Nordic countries (Statistics Iceland 2019).

(More information in appendix 7).

7 / DESIGN BRIEF

Name of building: **The Marshall House**

Address: **Grandagarður 20, 101 Reykjavík, Iceland (city centre)**

Year of construction: **1948**

Structure: **Concrete frame, columns and beams**

Square meters: **1,839**

Floors: **4.5 (including ground floor and storage attic)**

The Marshall House will be a public place for local Icelandic families, tourists and fish factory workers. The aim is to house 18-20 factory workers in the area, entertain visitors through a memorable culinary experience – by offering events such as seasonal food workshops relating to the fishing industry and a unique restaurant experience in the evening hours – and educate visitors as well with a walk through exhibition on the history of the fishing industry in Iceland.

The atmosphere of the building will be suitable for families and people of all ages. Floors will be wheelchair accessible via lifts also fit for moving goods. The restaurant is to be a fine dining, child-free restaurant for up to 30 guests. There will be other options for visitors with families to have refreshments at a small café in the building during their visit.

The exhibition will be an immersive experience for all senses, using visuals, sound and smell for optimal experience for up to 50 visitors at a time to ensure enough space for social distancing.

The building's location of Grandi, a fast-rising area for culture, food and arts, which is located 15 minutes' walk from the centre of Reykjavík, has easy access to local transport and other amenities such as grocery shopping, retail and intriguing food halls (Iceland Magazine 2017).

EXHIBITION

- Reception (acts as reception for whole building)
- Offices for general management, customer care and marketing management.
- WC with wheelchair access
- Lifts
- Main exhibition gallery (approx. 50 guests at a time)
- Small Café (10-15 guests)

APARTMENT HOTEL

- Six double ensuite / Six single ensuite rooms for up to 18 persons with a private entrance from rest of the building.
- Two shared kitchens (one for each floor)
- Washing rooms

RESTAURANT

- Reception
- Lounge / Waiting area
- Kitchen / Bar (8-10 guests)
- Seating (approx. 30 guests)
- WC with wheelchair access
- Area for coats

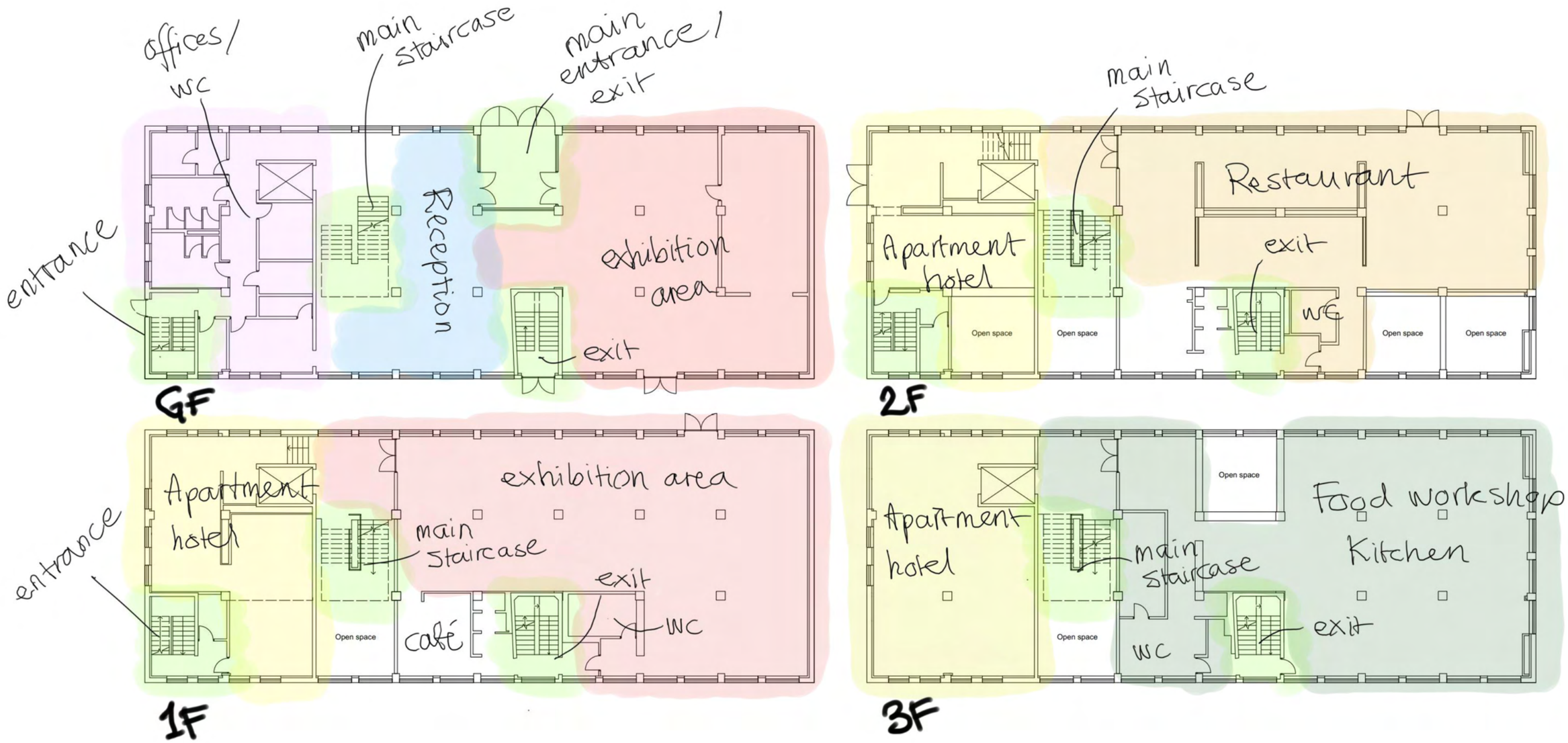
FOOD WORKSHOP KITCHEN

- Professional grade metal workstations
- Fridges
- Area for personal belongings
- Handwashing station
- WC with wheelchair access

ATTIC

- Storage
- Ventilation

7.1 / ZONING CONCEPT



8 / DESIGN CONCEPT

To keep a connection with the history of the fishing industry, durable materials such as concrete and metal used in the industry, will be applied throughout the design along with organic shapes inspired by flowing waves in various forms to maintain a relationship with water.

The sea gets darker the deeper you go so the initial idea is to keep the ground floor the darkest for a maximum exhibition experience, building up light as visitors go between floors. The negative aspect of this is, that in order to keep the ground floor as dark as possible, the natural lighting of the large windows present must be blocked or removed.

Kitchen area for seasonal food workshops. During winter months when herring is normally manufactured there would be workshops on how to make traditional Icelandic Christmas herring and in the summer months, when lumpfish roe is harvested, visitors could be involved in making Icelandic lumpfish caviar.
A part of the building would be an apartment hotel for seasonal factory workers in the area, seasonal workers meaning people who come to Reykjavík for seasonal jobs in the fishing industry, which can be used as accommodation for tourists when not in use by workers.

Nordic Oriental themed Restaurant/bar and kitchen showing strong connection with the ocean experienced through food and design.

Main exhibition area along with a small café for around 10-12 persons.

Concept idea of an interactive table for the exhibition area

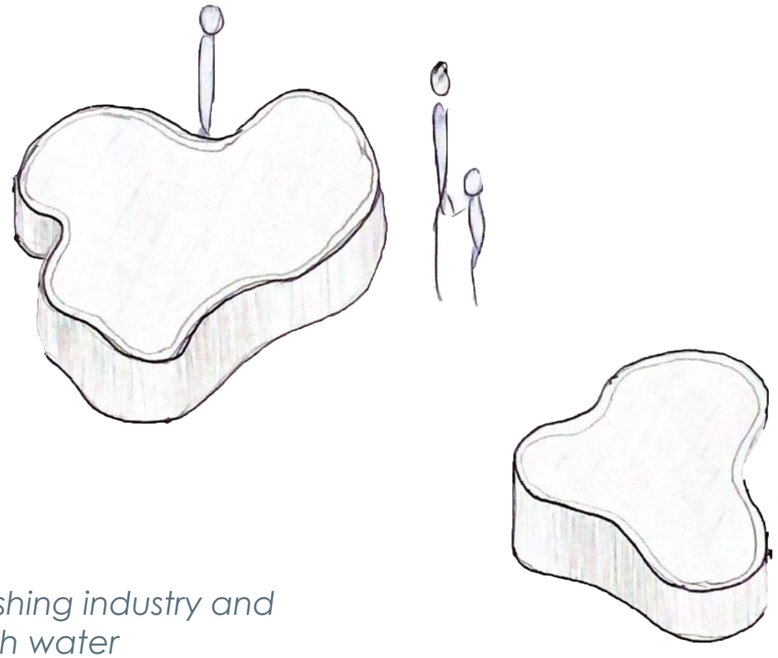


Figure 42: Exhibition interactive table sketch (Karlsdóttir 2020)

Theme:

History of the fishing industry and relationship with water

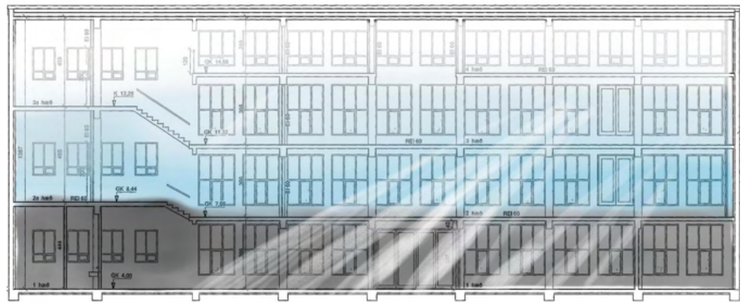


Figure 43: Section concept sketch (Karlsdóttir 2020)

"The sea gets darker the deeper you go"

Concept idea of the exhibition area with big screens reflecting visuals from the fishing industry

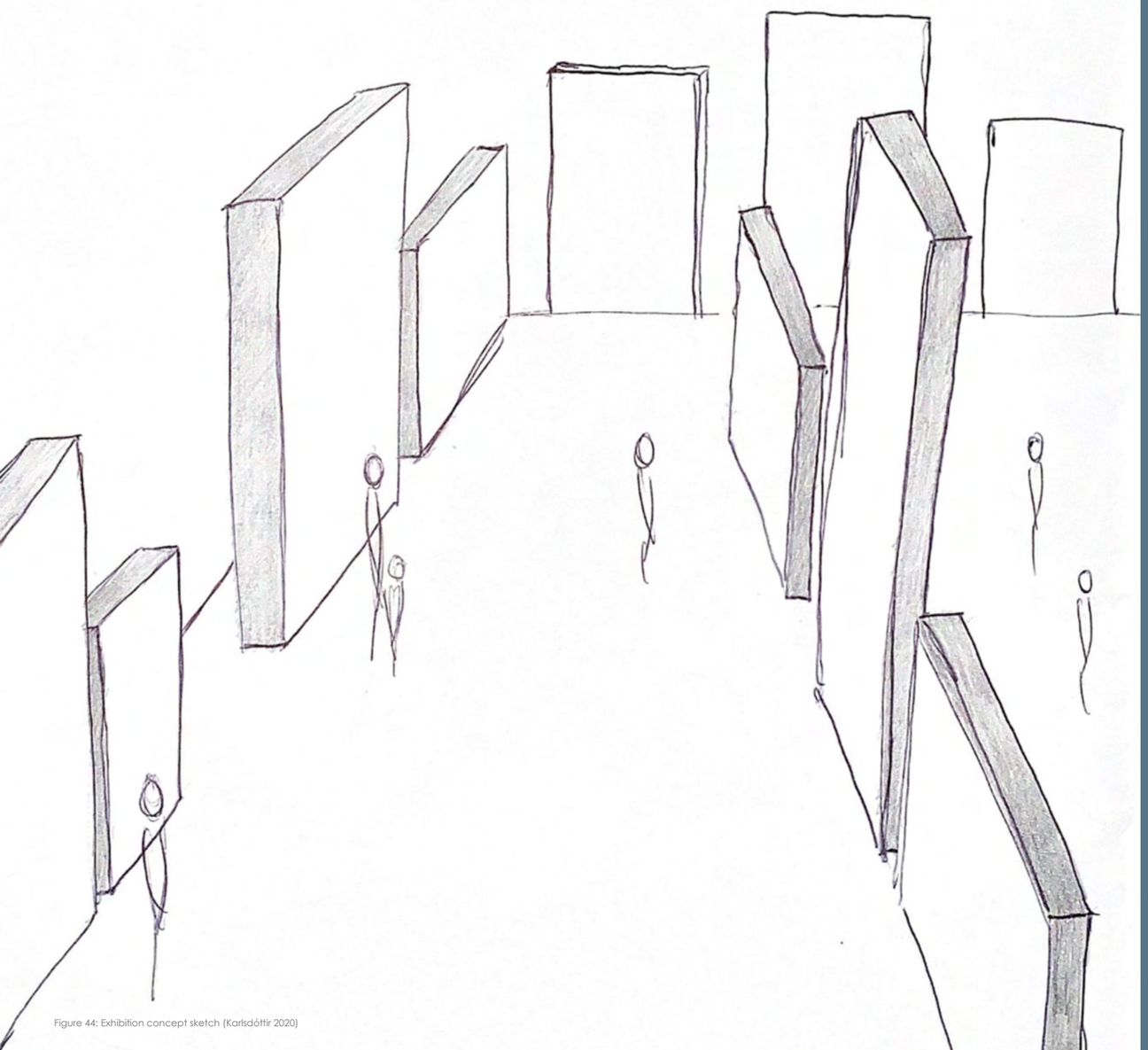


Figure 44: Exhibition concept sketch (Karlsdóttir 2020)

8.1 / NEW ERA:
DESIGN DURING A GLOBAL PANDEMIC

For all aspects of the design process, safety measures to prevent the spreading of the Coronavirus disease must be considered. There should be enough space for visitors to practice social distancing of two meters, visible hand sanitising stations throughout the building (NHS n.d.). Where possible, one-way walking direction will be practiced preventing people meeting from opposite directions. Numbers of exhibition visitors will be controlled through a pre-booked time of arrival.
The same applies for restaurant and workshop bookings.

9 / CONCLUSION

Set in the Marshall House, an old herring factory in the heart of Reykjavík comes to life.
This project aims to educate both locals and visitors about the Icelandic history of fishing and the impact it had on the community through multiple experiences relating to the industry.

The goal of this research report was to gain better insight into the demographics of Iceland's tourism, environment, climate and material usage of the Marshall House.

The report investigated the history of the Marshall house and its relation to the Great Herring Era (appendix 2) as well as how Iceland's green energy will be used effectively in the project.

From the research conducted, and given the central location of the building, it can be expected that visitors of the Marshall House will mostly be tourists. Vast majority of tourists in Iceland come from the United Kingdom and United States (Icelandic Tourist Board 2018a+b).

Travellers mostly visit Iceland in the summertime but second most popular season to visit was in wintertime (Oladottir 2018).
Visitors of the Marshall House will also be local individuals and families wanting to get educated on Icelandic history (McMahon 2015).
Visitors ages will vary but most will be between 25 to 34 years old and older than 45 years old (Icelandic Tourist Board 2018).

Use of materials must be carefully selected in the project due to Reykjavík having subpolar oceanic climate (Otieno 2018), meaning dramatic weather changes and fluctuation in temperature that can cause wear and tear such as cracking in concrete (Farzampour 2019).

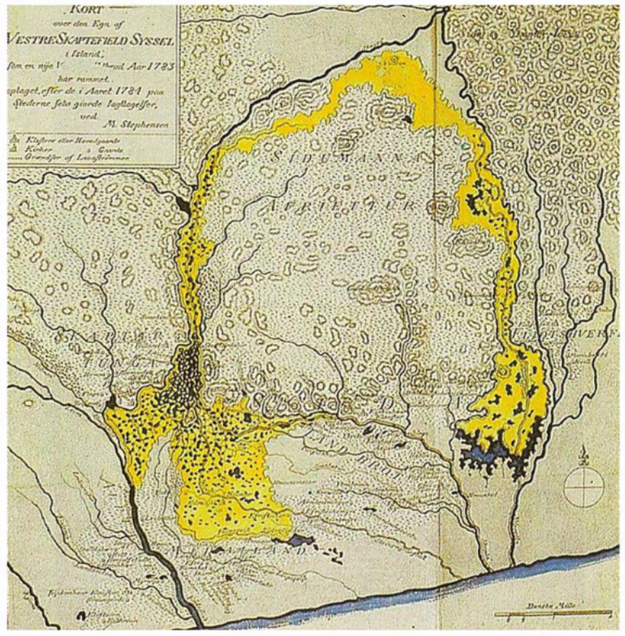
Even though this fact about concrete seems bad for buildings in this kind of climate, there are other good qualities to the material. One of these qualities are great insulation properties, especially when combined with extra insulation such as mineral wool. Having proper insulation helps keep the building energy efficient, keeps warmth inside minimising need for heating and allows energy cost to stay at a minimum (Screib n.d.).

Even though it is important to keep energy cost at a minimum, heating and electricity for the Marshall House will not be expensive due to Iceland being the biggest manufacturer of green energy in the world and having the cheapest energy in all of the Nordic countries (Government of Iceland n.d.).

10/ APPENDICES

10.1/ APPENDIX 1 - 18th Century Iceland (Bressan 2015)

Volcanoes are not an unusual sight on Iceland, but the eruption that began on June 8, 1783, in the southern district of Síða was something that had never seen before. During the next eight months, an estimated 14 km³ (about 3.7 *quadrillion* gallons, enough to fill 330 feet deep valleys entirely) of lava poured out from 135 fissures and volcanic craters near the town of Klaustur. The lava from the fissures ended up covering an estimated 2,500 km² (965 sq mi) of land, which threatened to overrun not only many farms but also the entire town. The newly formed chain of volcanoes was named later Laki.



Map showing the chain of fissures and craters of Laki on the upper bottom. The lava flows moved towards the sea and surrounded the town of Klaustur. Image from Magnus Stephensen's Kort Beskrivelse: Vester-Skaptefields-Syssel paa Island (1785). Image in public domain. [-] DAVID BRESSAN

In the resulting plague and famine from 1783-1784, an estimated nine thousand people -one-fifth of the population of Iceland -died.

But the Laki eruption had possibly even more widespread effects (even if at the time there were no airlines). In the months after the eruption, a strange haze covered the sky above Europe, making breathing difficult. As the ash and gases from the eruption entered the high layers of the atmosphere, they absorbed moisture and sunlight, changing the climate for years to come.

From 1783 to 1785 accounts from both Japan and America describe terrible droughts, exceptional cold winters, and disastrous floods. In Europe, the exceptionally hot summer of 1783 was followed by long and harsh winters. The resulting crop failures may have triggered one of the most famous insurrections of starving people in history, the French Revolution of 1789-1799.

It's a sobering reminder that destructive changes to the environment can have long-lasting and far-reaching impacts, even from hundreds of miles away.

Iceland's Herring Adventure (1867-1968)

Herring is one of this century's principal shapers of Icelanders' destinies. Without herring it is questionable whether the modern society that now exists in Iceland could ever have developed.
- *Icelandic Historical Atlas, Vol.3, p.40*

Icelandic fishermen and vessel owners were introduced to new fisheries technology around the turn of the century. The arrival of machine powered ships and highly efficient gear made extensive cod and herring fisheries possible. Rapid social improvements also helped usher in a new era, and widespread poverty and stagnation gradually became a thing of the past.

Good herring seasons during the great depression of the 1930s, a period when overseas cod markets were closed, probably ensured Iceland economic independence and played a role in enabling the country to achieve freedom in 1944, following five centuries of Danish domination.

The events surrounding the herring fisheries were like an adventure for the Icelandic nation - the great herring adventure that lasted a full one hundred years.

10.3/ APPENDIX 3 - Certificate of Ethics Approval

Certificate of Ethical Approval

Applicant:

Holmfridur Karlsdottir

Project Title:

Exhibition and Restaurant in Reykjavík, Iceland

This is to certify that the above named applicant has completed the Coventry University Ethical Approval process and their project has been confirmed and approved as Low Risk

Date of approval:

30 September 2020

Project Reference Number:

P110781

10.4/ APPENDIX 4 - Eyjafjallajökull Volcano

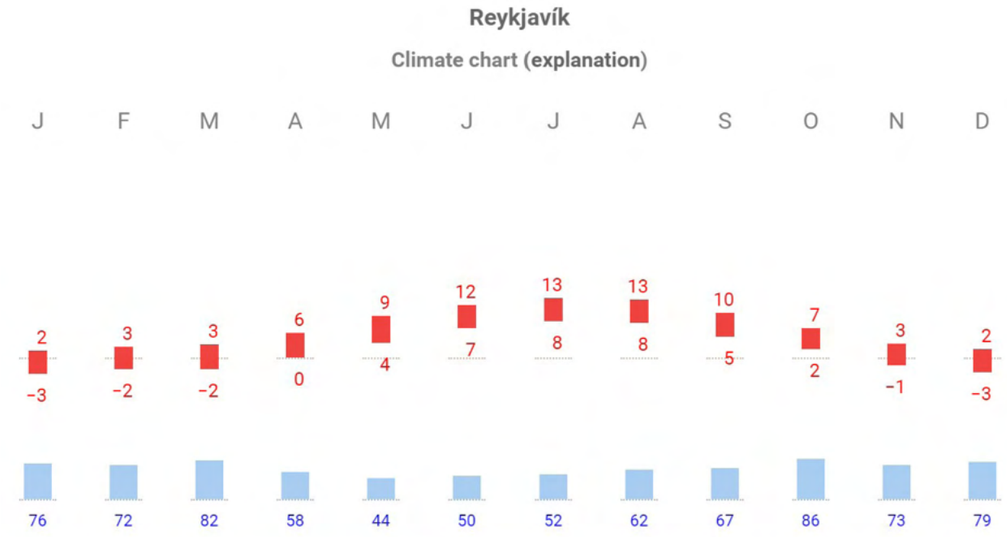
https://www.youtube.com/watch?v=7uCKSYTH-4o

This video shows news coverage on the 2010 eruption of Eyjafjallajökull and how the eruption got extra news coverage due to the volcano's name and therefore making Iceland a very popular tourist destination.

10.5/ APPENDIX 5 - The Marshall Plan post WWII (Iceland Magazine 2016)

The building, known as the Marchall-house (Marshall-húsið), was financed with money Iceland received through the Marshall Plan in 1948. The Marshall Plan was an American initiative in which the United States gave economic support to help rebuild European countries after World War II. Iceland served as the Allies' mid-Atlantic military base during the war.

10.6/ APPENDIX 6 - Weather climate in Reykjavík (World Heritage Encyclopedia n.d.)

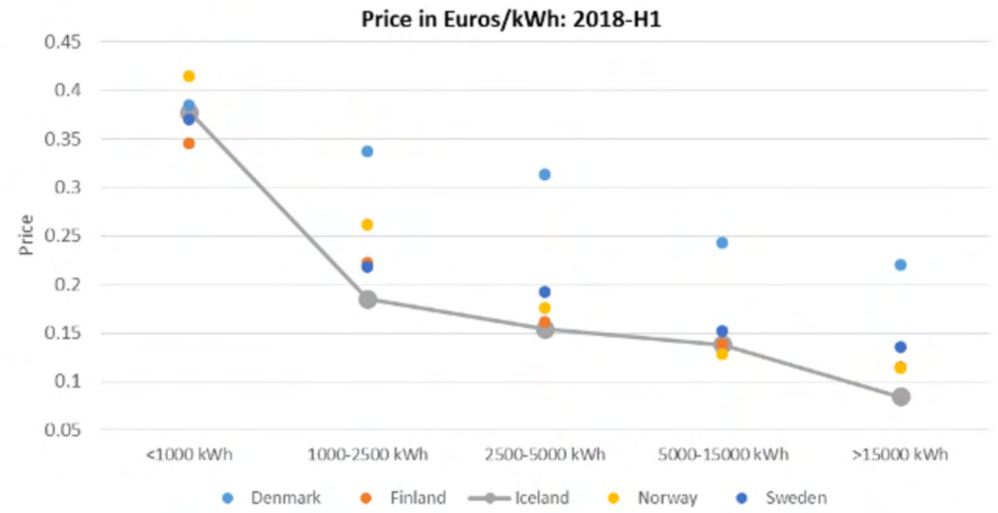


Average max. and min. temperatures in °C

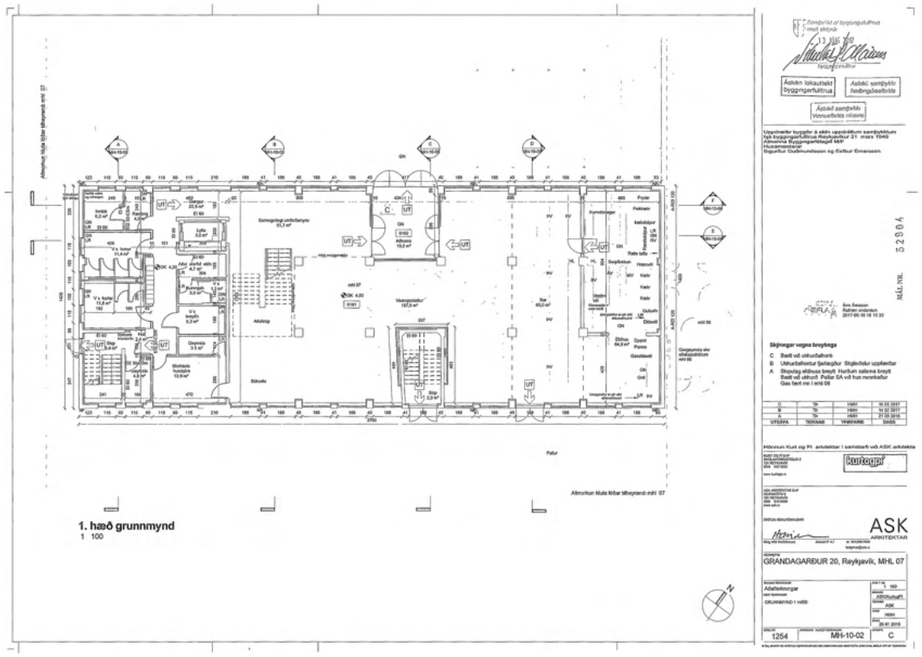
Precipitation totals in mm

Source: WMO

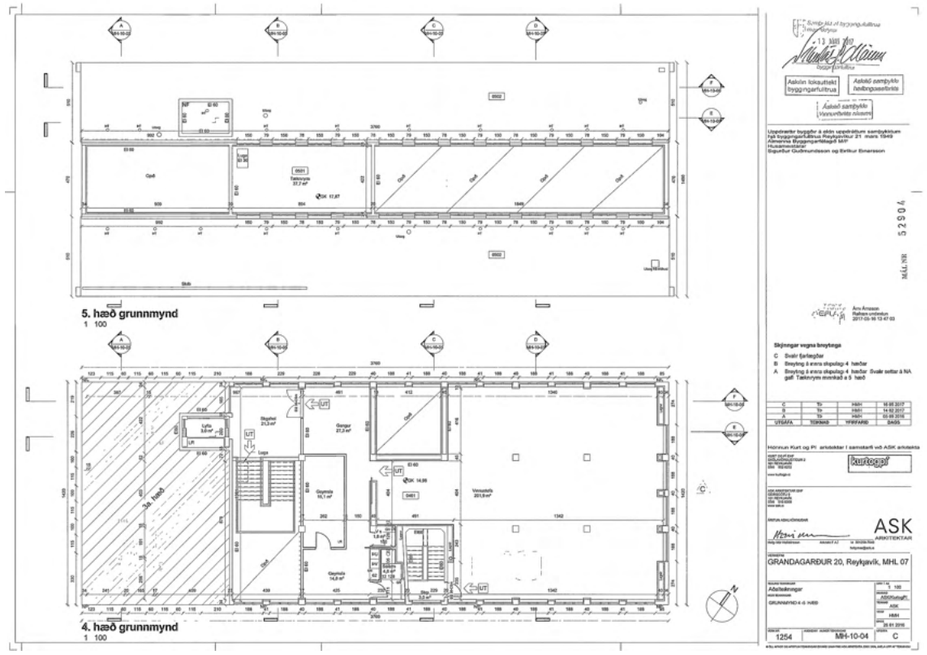
10.7 / APPENDIX 7 - Electricity in Iceland (Statistics Iceland 2019)



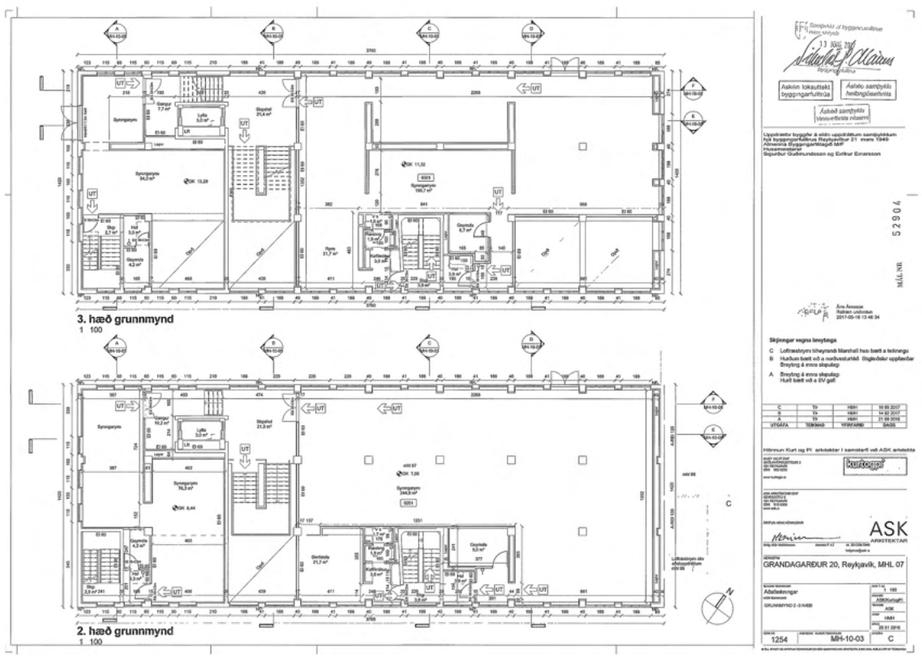
10.8 / APPENDIX 8 - Existing building plans (Reykjavík Blueprint Web n.d.)



Existing ground floor plans



Existing third & fourth floor plans



Existing first & second floor plans

7 / DESIGN BRIEF

Name of building: **The Marshall House**

Address: **Grandagarður 20, 101 Reykjavík, Iceland (city centre)**

Year of construction: **1948**

Structure: **Concrete frame, columns and beams**

Square meters: **1,839**

Floors: **4.5 (including ground floor and storage attic)**

The Marshall House will be a public place for local Icelandic families, tourists and fish factory workers. The aim is to house 18-20 factory workers in the area, entertain visitors through a memorable culinary experience – by offering events such as seasonal food workshops relating to the fishing industry and a unique restaurant experience in the evening hours – and educate visitors as well with a walk through exhibition on the history of the fishing industry in Iceland.

The atmosphere of the building will be suitable for families and people of all ages. Floors will be wheelchair accessible via lifts also fit for moving goods. The restaurant is to be a fine dining, child-free restaurant for up to 30 guests. There will be other options for visitors with families to have refreshments at a small café in the building during their visit.

The exhibition will be an immersive experience for all senses, using visuals, sound and smell for optimal experience for up to 50 visitors at a time to ensure enough space for social distancing.

The building's location of Grandi, a fast-rising area for culture, food and arts, which is located 15 minutes' walk from the centre of Reykjavík, has easy access to local transport and other amenities such as grocery shopping, retail and intriguing food halls (Iceland Magazine 2017).

EXHIBITION

- Reception (acts as reception for whole building)
- Offices for general management, customer care and marketing management.
- WC with wheelchair access
- Lifts
- Main exhibition gallery (approx. 50 guests at a time)
- Small Café (10-15 guests)

APARTMENT HOTEL

- Six double ensuite / Six single ensuite rooms for up to 18 persons with a private entrance from rest of the building.
- Two shared kitchens (one for each floor)
- Washing rooms

RESTAURANT

- Reception
- Lounge / Waiting area
- Kitchen / Bar (8-10 guests)
- Seating (approx. 30 guests)
- WC with wheelchair access
- Area for coats

FOOD WORKSHOP KITCHEN

- Professional grade metal workstations
- Fridges
- Area for personal belongings
- Handwashing station
- WC with wheelchair access

ATTIC

- Storage
- Ventilation

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