



Icelandic Museum
of Natural History

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The Icelandic Museum of Natural History

strong roots, uncertain future

Dr. Hilmar J. Malmquist director

NATHIST/ICOM Conference - Croatia 11-16 October 2014

...strong roots, uncertain future...



Strong roots because:

- ✓ Of long historical background – precursor to the museum founded in 1889.
- ✓ Nature is prominent in Iceland – extensive wilderness, ice and fire, lava, waterfalls, birdlife. Small community, only 326.000 people, living on a large island, 103.000 km², second largest in Europe.
- ✓ Use of natural resources is central to the economy – fisheries, hydro- and geothermal power, tourism.

Uncertain future because:

- ✓ Of political indifference at the parliament level and the political agenda of the present government prioritizing financial cutbacks, in wake of the Global Financial Crisis 2008–2011.
- ✓ Cutbacks within the public service, academic and educational sector, including strong cutbacks for museums, **especially for The Icelandic Museum of Natural History.**

...strong roots...



Benedikt Gröndal
naturhistorian (1826-1907)



Björn Bjarnason
advocate (1853-1918)



Stefán Stefánsson
botanist (1863-1921)

The *Icelandic Natural History Society* founded **1887–1889** in Copenhagen/Reykjavík.
An NGO for the general public.

.....precursor to *The Icelandic Museum of Natural History*, established in **2007**, and its sister-institution, *The Icelandic Institute of Natural History*, established in **1951**.

The main objective of the NGO was, and still is, to:

...„**maintain a permanent exhibition on Icelandic nature for the nation...**“

Most founders studied at The University of Copenhagen with access to *University Zoological Museum*, *The Royal Natural History Museum* and, from 1862, *The Zoological Museum*.

...strong roots, but nowhere to go!



During 1889–2008 the precursor to The Icelandic Museum of Natural History was relocated **EIGHT** times – all the time more or less in **unsufficient facilities**.

In spring 2008, the exhibition facilities at Hlemmur, then under The Icelandic Institute of Natural History, were closed. **No exhibition running since then.**

IMNH established in 2007



The Icelandic Museum of Natural History operates under its own Special Act and The Museum Act no. 141/2011 for Icelandic museums in general.

Act no. 35/2007 for The Icelandic Museum of Natural History

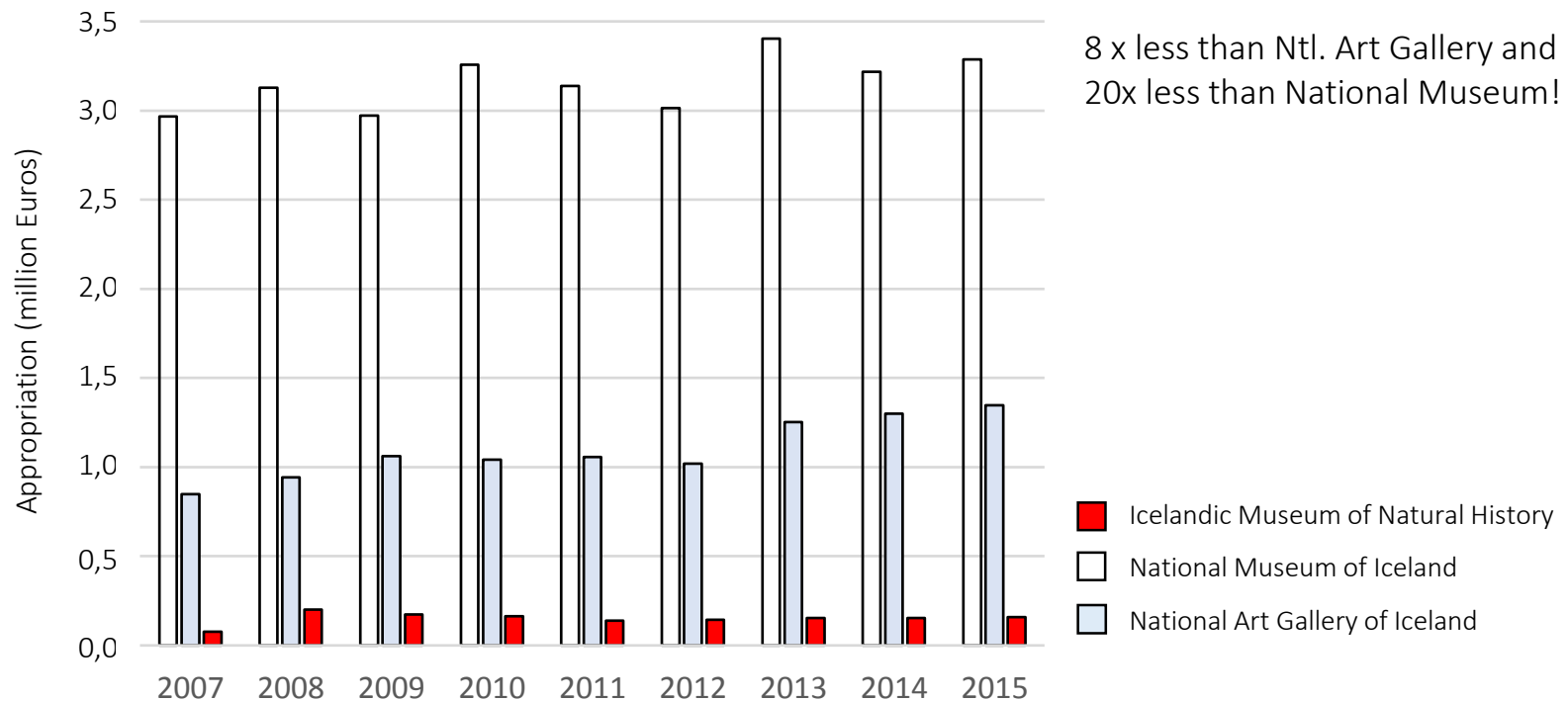
- § 1. The Icelandic Museum of Natural History is the property of the Icelandic state and one of three Central Museums in Iceland. A public, non-profit institute.
- § 2. Objectives: shed light on nature in Iceland, natural history, use of natural resources and nature conservation, by informing the general public via exhibition and other means of media, including printing and e-publishing.
The Museum shall collect, record and preserve natural items and data on nature, and undertake research within its field.
The Museum shall collaborate closely with its sister-institute – **The Icelandic Institute of Natural History**.

The Museum Act no. 141/2011 (106/2001)

- § 1. The purpose of the law is to promote the preservation of the Icelandic cultural and natural heritage, ensure its future, provide the public with access to it and enhance knowledge about it and its place in global context.
- § 3. Museums shall aim for increasing the quality of life for people by enhancing understanding of evolution and status of culture, art, nature and science.
- § 8. There are three Central Museums: The Ntl. Art Gallery, The Ntl. Museum, and The Icelandic Museum of Natural History.
The Central Museums are leading institutions at national level, shaping a coherent museum policy within their respective fields, providing counsel to other museums and promoting cooperation between them.

...meager funds – unequal status...

Yearly spendings by the Icelandic Museum of Natural History in 2008–2015, only 0,14–0,20 million Euros!



The PEARL becomes available!



Autumn 2012: Ntl. budget of 3.5 m Euro start-up capital for **standing exhibition in the Pearl**.

Spring 2013: **Rental agreement for 15 yrs for the Pearl** signed between State and Reykjavík City.



- ✓ Close to city center
- ✓ On top of Öskjuhlíð hill
- ✓ 5.000 m² (3100 m²)
- ✓ 4 floors, 25 m height
- ✓ Rotating restaurant
- ✓ 300-500.000 visitors/yr!

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BUT NO!

The succeeding government annulled the appropriation. and had other financial priorities.

The PEARL/new business model!



PRIVATE INVESTOR

Landsbréf Icelandic Tourism Fund 1 SCA/CVA.
Shareholders include Icelandair Group,
Landsbankinn bank, and Pension Funds.
Out: Start-up capital (~2 m Euro) + maintenance.
In: Income (admission fee).

REYKJAVÍK CITY

Owner of the building Pearl.
Out: New 2nd floor + renovation.
In: Rental income.

ICELANDIC MUSEUM OF NATURAL HISTORY

Out: concept, ideaology, objects, design.
In: Income for service, renewal, maintenance.

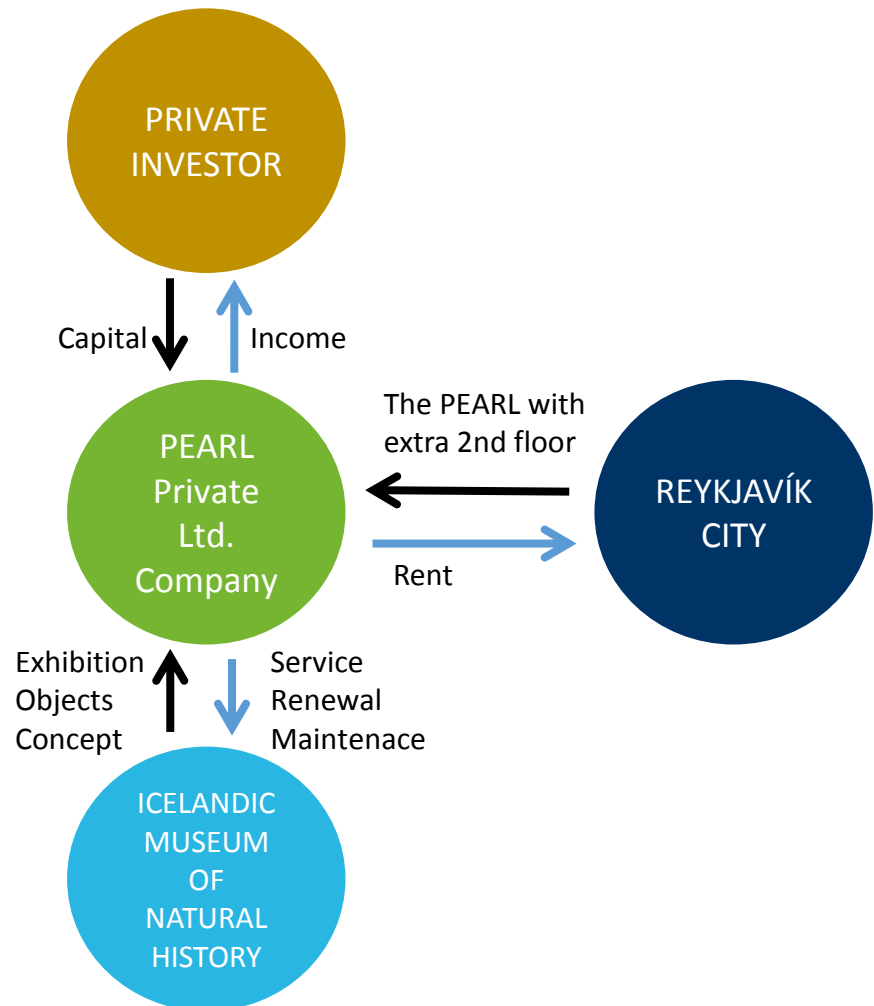
PEARL - Private Limited Company

Out: Paying for design and putting up the show and IMNH for concept and service. Paying Reykjavík City rent for the building and revenue to the Private Investor.

Liklely scenarios:

150.000 visitors * 7 EUR = 1 m. EUR

300.000 visitors * 7 EUR = 2 m. EUR



exhibition – education – Icelandic nature



GEOLOGY: young island – plate boundaries – volcanic activity – lava fields...



exhibition – education – Icelandic nature



FRESHWATER: geysers – glaciers – lakes – waterfalls – wetlands...



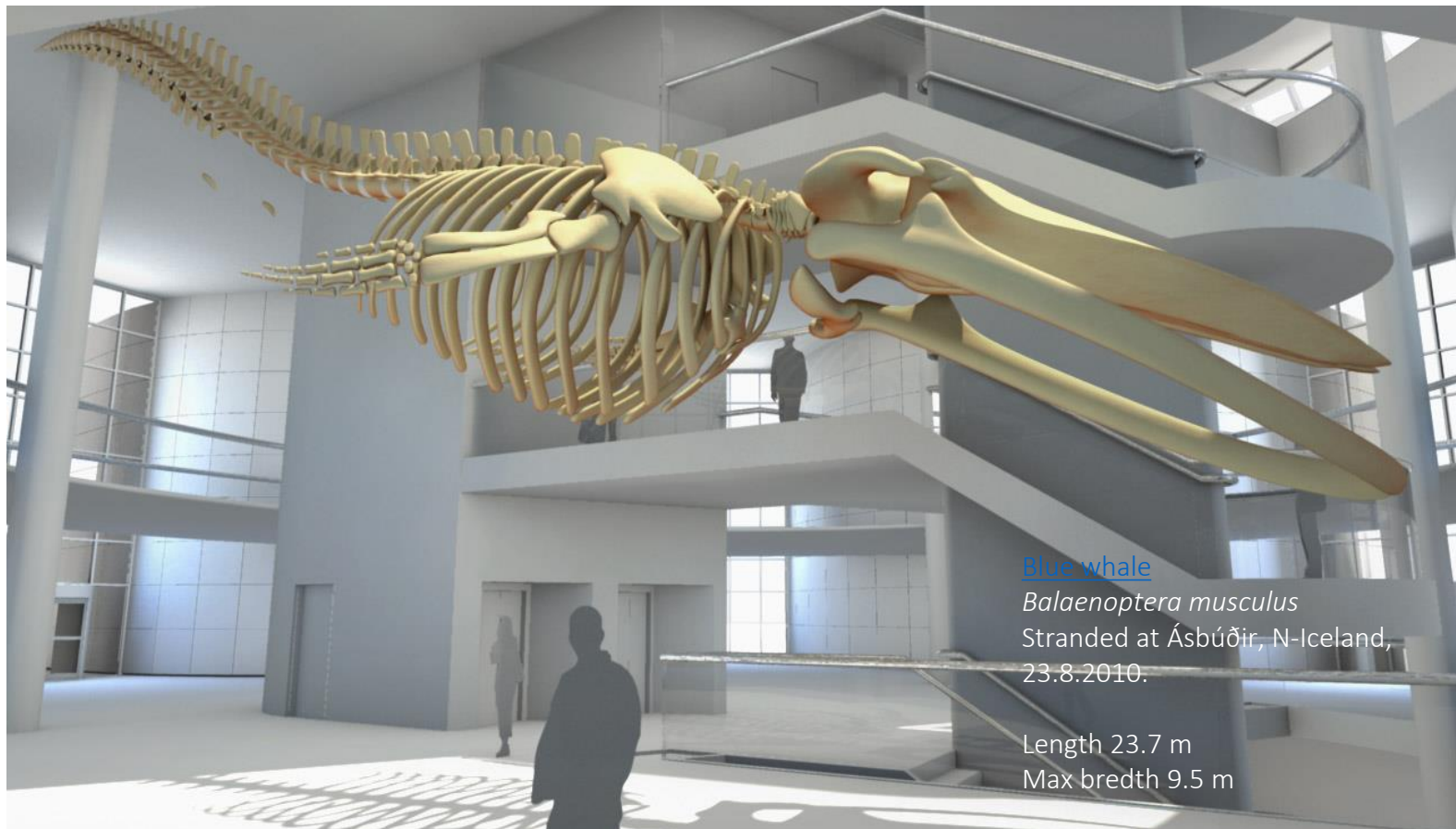
Hraunfossar waterfall and River Hvítá, W-Iceland.
Water of spring-fed and glacial origin.

© Kristján Jónasson

exhibition – education – Icelandic nature



FAUNA: marine fish and mammals – birds – arctic fox ...



[Blue whale](#)

Balaenoptera musculus

Stranded at Ásbúðir, N-Iceland,
23.8.2010.

Length 23.7 m

Max breadth 9.5 m

exhibition – education – Icelandic nature



MAN & NATURE: agriculture – fisheries – raw energy ...



Cod-fisheries in Iceland

...the future is exciting, but uncertain!



THANK YOU!



Dryas octopetala
The national flower of Iceland