

ERLENDUR

MAGAZINE

TAKING THE
WORLD TO
ICELAND AND
ICELAND TO THE
WORLD

ISSUE 4

**I BEAT
CANCER, NOW
I AM LIVING
MY BEST LIFE**



www.hello-aurora.com



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Editor /Founder
Carlotta Tate Olason



Editors Note

Welcome to Erlendur Magazine. One of the Perks of being a part of this magazine is the ability and privileged to meet and chat with some of the most amazing foreigners living in Iceland. In this issue, we feature super cancer warrior Nura, she is a mother and teacher. We also had the chance to meet Subhash John an amazing oncologist from India as well as Nurse Magano who is also an incredible marathon runner. My favourite story is that of Holly and Skool Beans.

I hope you will find this issue as indulging and interesting.

Do share the magazine and also encourage and support contributors who have the courage to share their inspiring stories. I know first hand it's not easy to move to a new county and start over. Thank you and see you again in December.

Carlotta

MEET THE TEAM



Bianca Hallveig
Director of Art & Design /Co-Founder



Cat Gundry- Beck
Director Of Photographer



Dori Levitt Baldvinsson
Contributing Editor

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"I beat cancer; now I am living my best life."
Nurashima Binte Abdul Rashid; a mother of 2 beautiful teenage daughters, preschool teacher, cancer survivor and superwoman.



**Never
miss
aurora
again**

Never miss the aurora again
Hello Aurora is a northern lights forecast app made for aurora enthusiasts. An aurora hunter's best friend!



new

Icebloomers Podcast

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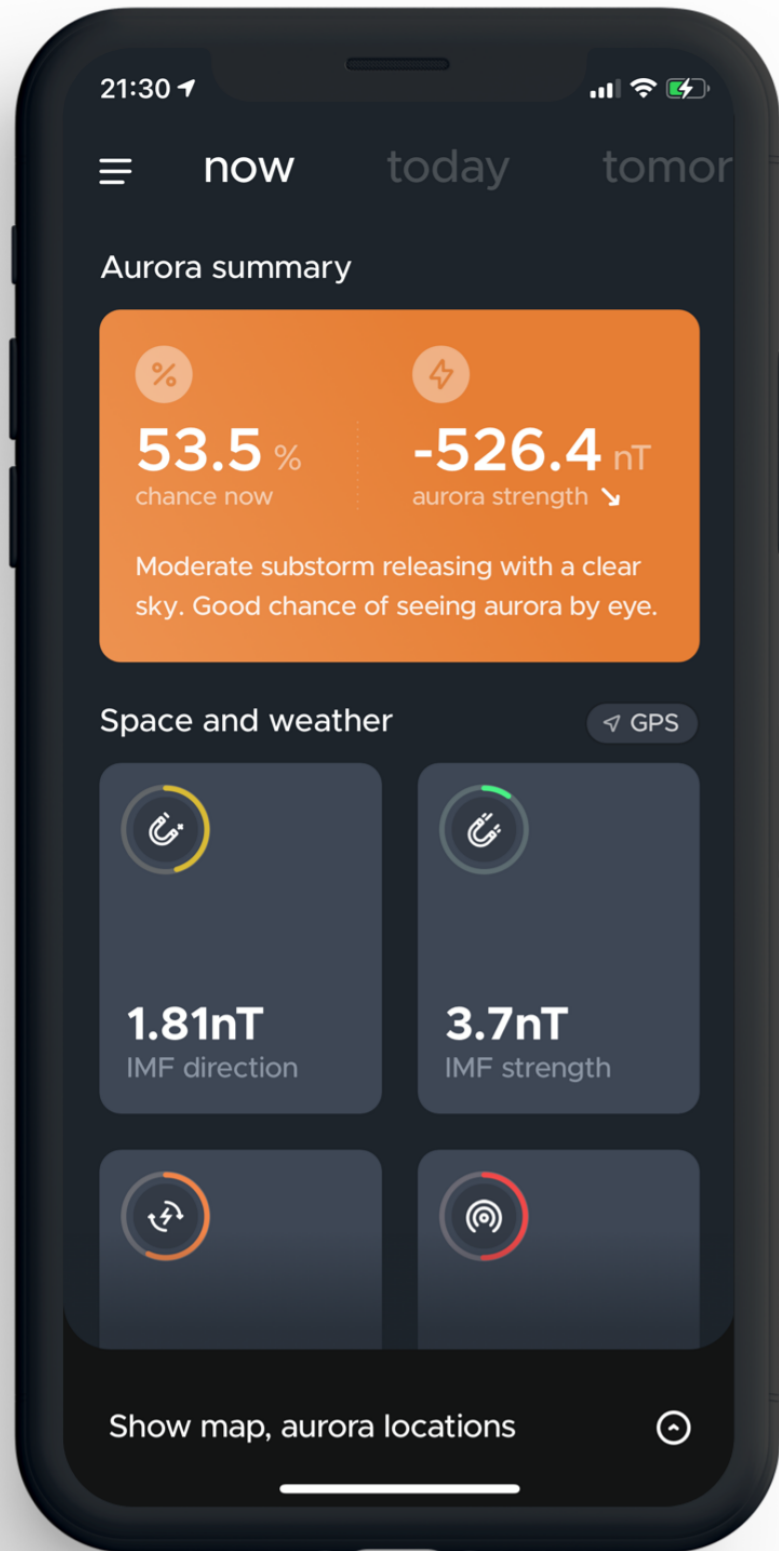


**Created for young
people, hosted by
young people living in
Iceland.**



**The Icebloomers podcast
is in association with Erlendur
Magazine**



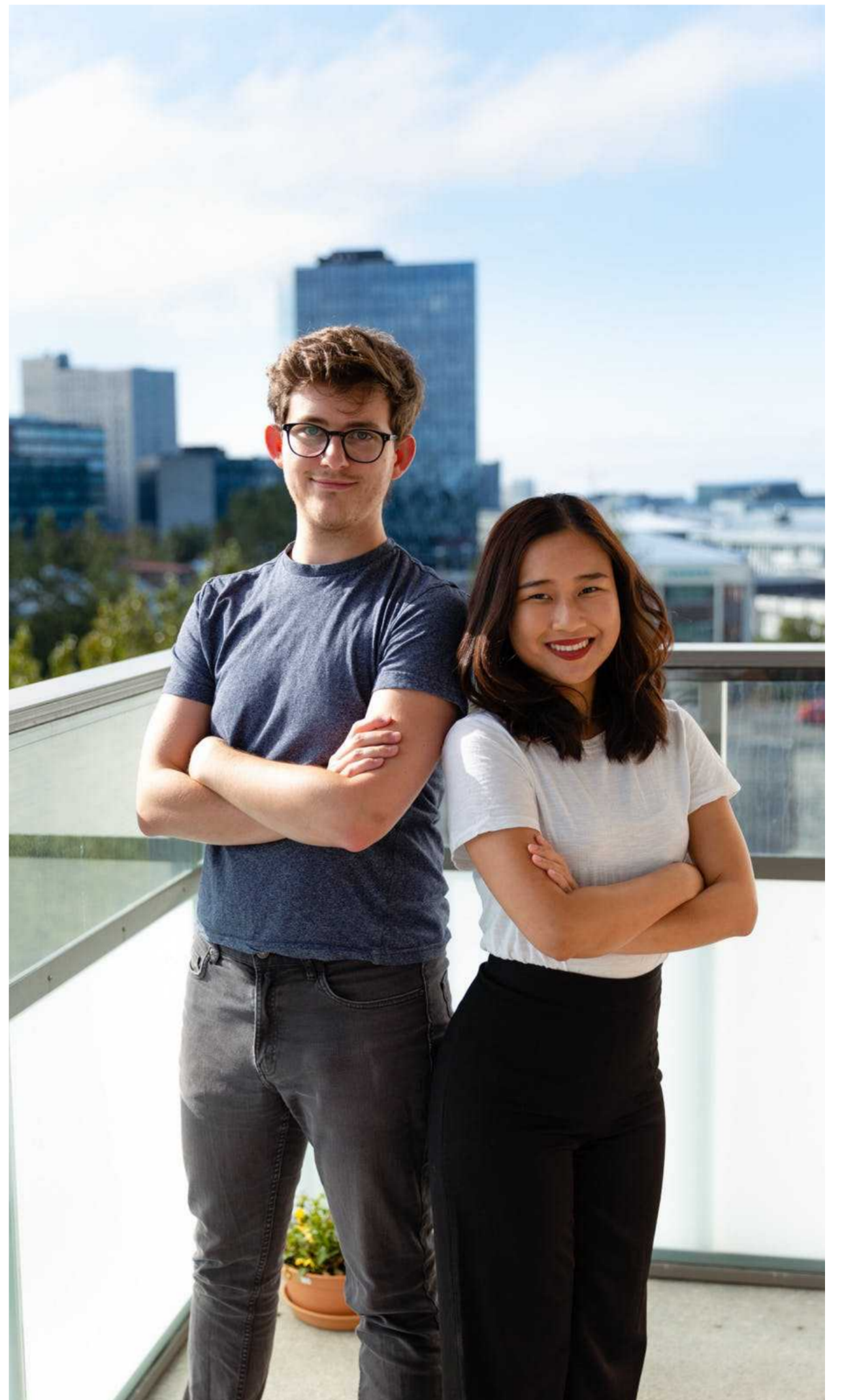


hello aurora

If you love northern lights like us,
download the app. Let's explore the
aurora together!

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**MEET THE BRAINS BEHIND HELLO
AURORA; JEREMY FROM FRANCE, AND
PIDSINEE FROM THAILAND.**

IN THE PURSUIT OF THE MAGIC LIGHTS, THE NORTHERN LIGHTS.



The long days of summer are gone; cold, rain and snow slowly arrive and we are left with one magic phenomenon: the Northern Lights. As winter is coming and the long days of darkness are arriving, we are lucky enough to be in Iceland and expect to observe the Northern Lights, or as many call them, the aurora borealis.



The aurora is the name of the phenomenon happening in the sky when the particles ejected by the sun meet the high atmosphere on earth and create the glow.

Living in the North Pole, we call them the Northern Lights, but it also happens on the South Pole, way down there, and are called the Southern Lights. You can see the Southern Lights in New Zealand and Patagonia but it's not as easy as seeing the Northern Lights since the conditions need to be incredible so see them.

HELLO AURORA IS A NORTHERN LIGHTS FORECAST APPLICATION MADE FOR AURORA ENTHUSIASTS.

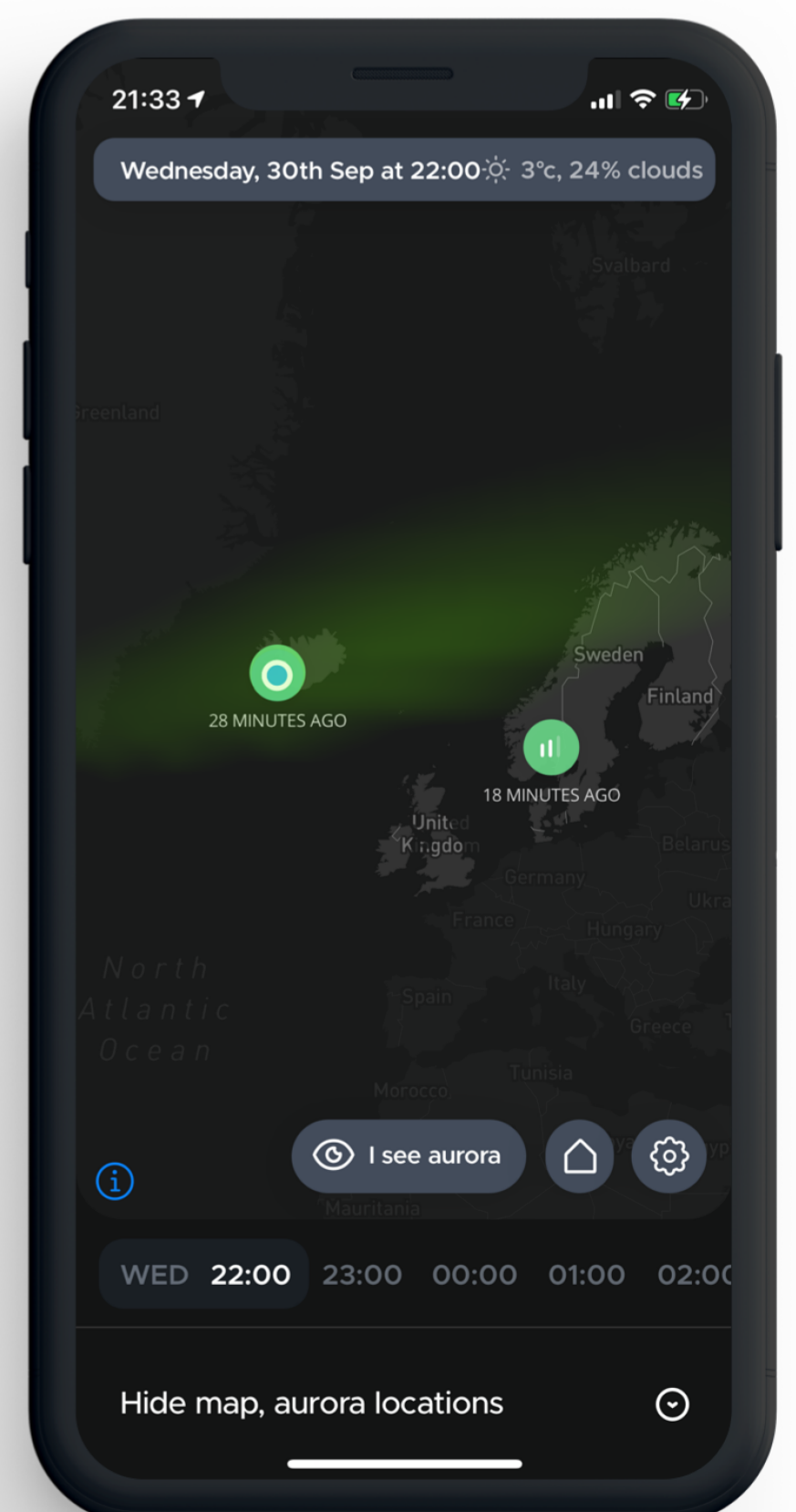
The Northern Lights are most of the time green, but they can be varied, the colour can be red, light blue or purple depending on the conditions and how it reacts when arriving with the high atmosphere on Earth.

Living in Iceland, one of our most favourite activities is to catch the lights. It was always fascinating to spot this beautiful phenomenon and we never get tired of it.

To see the Northern Lights we have to browse many sources to get information. The more we searched the more we learned about Aurora and that's where the idea started.

In October 2019, we launched an application called Hello Aurora. Hello Aurora is a Northern Lights forecast application made for Aurora enthusiasts.

The app is developed to act as an Aurora hunter's best friend which has many unique features such as northern lights locations, aurora alerts, weather alerts, road conditions, and many more within one app!



Get the app today

hello-aurora.com

**Nurashima Binte Abdul
Rashid**



**"I am living my best
life, you can too".**



**I smile
because
I am
grateful to
be alive**



Nura in Reykjavik Iceland
October 2020

"I feel my experience with Cancer has made me stronger and more determined to live life to the fullest and help others do the same".

LIFE IS A GIFT I CHERISH



Nura smiling even during her treatment she has been positive and grateful .

Nurashima Binte Abdul Rashid a mother of 2 beautiful teenage daughters 16 and 13 years old, a preschool teacher, a cancer survivor and I would say a superwoman who has given her time volunteering to 4 different organizations during her free time. I wanted to know more about her and why she had become so passionate about living in the now and helping others.



Nura now cancer free and happy

Nura as most of her friends call her is of a mixed heritage of Chinese, Malay, Bugis and Javanese (people from the island of Java) She was born in Singapore she has been living in Iceland for 24 years. She left Singapore when she was only 18 years old to study in America; before moving to Iceland with her ex-husband.

**” IT CERTAINLY WASN’T EASY
BEING IN THE ROOM AND BEING
TOLD THAT YOU ARE
DIAGNOSED WITH BREAST
CANCER”.**

How did you find out you had breast cancer?

While I was on holiday with my family in Johor, Malaysia in 2011. I went to my usual spa treatment, while on my family holiday. During the spa massage, the lady masseur was massaging my tummy and breast, she felt a lump on my right breast and immediately asked me to feel the lump. She told me that when I’m back in Iceland to have it checked up.

Once we were back in Iceland in August, I contacted my home doctor in the clinic. Of course, it took a while before I got the appointment. She referred me to the cancer centre for a biopsy. By the middle of September, I got the result at the hospital with the news that the biopsy was tested positive for breast cancer. The news was told by an oncologist and a surgeon. They told me the results and what the next steps will be and the procedure for the treatment.



It certainly wasn't easy being in the room and being told that you are diagnosed with breast cancer. I was lucky that my ex-husband was with me when I got the result. As it was such a blow to someone that has no family history of breast cancer or any health issue.



Having good social support is essential

At my workplace, I have coworkers that had gone through breast cancer treatment and they helped me with information that I needed to know and things to deal with that will help me to prepare myself emotionally and physically for the treatment which was a great help.

We even informed my children school with the news so that they would know if there were any changes in my children behaviour. My ex-husband's family helped taking care of the children whenever the help was needed. My friends and coworkers came by to check on me as well during my treatment.

My mother, aunt, and brother came to Iceland a few days before my surgery. They stayed until it was time for my radiation treatment. It was a long process of 6 chemotherapy treatment, 25 radiotherapy treatments, mastectomy surgery and reconstruction surgery. The whole breast cancer treatment lasted over 10 years instead of 5 years.

While you were going through treatment, how was your support network?

Before going through the treatment, it certainly wasn't easy to break the news to my family back in Singapore and even worst my 2 children who were 7 and 4 years old. But I had to do it and being honest with your children is very important.

Breaking the news to my family in Singapore wasn't easy too as my mum wanted to come as soon as possible but I told her that I would rather want her to be here in Iceland when I'm going through the single mastectomy and not during my chemotherapy. Once that was settled, the next news was to my workplace, it was a big shock to everyone there then it was my ex-husband family and my immediate friends. They too were all in shock. But once all is done with lots of crying, it was time to be strong and go through the treatment with a determination that I will be well after all this treatment.





My mother and daughters have been my rock

What advice would you have for others who have been recently diagnosed with cancer?

Not to be alone. And that it is okay to cry, we are human. News like this is not easy for anyone .. you or your family. And if you know anyone that has gone through it, go to them to talk. I've talked to my coworkers who are survivors when I was diagnosed, and 3 of my friends that have gone through breast cancer came to me to seek advice. It's different talking to someone that has gone through breast cancer and those that have not.

I know you are full of love and life what do you do to keep going?

My children are the reason that kept me going. And after going through that life-changing experience I wanted to pay it forward and help other foreign women to have a voice and help them. As a foreign woman living here, we do not have the same family support that an Icelandic woman has, that's why it is important for me to help as much as I can.

Now you have recovered what are your long-term plans?

I don't really have a long-term plan, aside from living my life to the fullest every day without any regrets. I like to enjoy my moments with my children and friends around me. I just want to create a stable home with my children whether I have a partner or not.

Iceland landscape is amazing where is your favourite place to chill or just relax?

I've always like going on a drive to the golden circle but sometimes it is nice to just walk around my neighbourhood towards the bay just to relax after work.

We hope Nura's story will not only uplift you but also, encourage you to live life one day at a time. As well as appreciate life as a gift to share with others. If you have any illness or know someone who is going through life challenges show love and give a helping hand.

For more information about Cancer or if you have been diagnosed. The Cancer Society's in Iceland offers Counselling Service offers education, information, counselling and support to people who have been diagnosed with cancer and their relatives, the web link is below.

www.krabb.is/



DR. SUBHASH JOHN

RADIATION ONCOLOGIST

Interview with

Dr. Subhash John

Radiation Oncologist



You are an Oncologist from India now living and working in Iceland how are you adjusting?

I have lived here for 4 years now and since I've travelled extensively in Europe and the US before, I was aware of social and cultural differences. I come from the colder part of India, hence the weather is not the problem, just the lack of sunshine in summer sometimes. Overall I guess, I have adapted well to life here and now that my Icelandic has improved, it definitely has helped me to integrate.

Why did you choose oncology as your speciality?

It was not my first choice for specialisation. I wanted to be a general physician. But the winds of change and opportunity drove me in other directions. It wasn't easy, to begin with, considering the morbidity involved, but as I dug deeper into the subject I was in its grip. Once you understand the molecular pathways of carcinogenesis, it's very exciting and humbling at the same time.

Exciting because the way a normal cell turns into a cancer cell, grows and begins to spread is just intriguing. Humbling because, as they say in Iceland, Langt í land, which means, long way to go. Notwithstanding that cancer treatment has progressed immensely and is extremely precise and sophisticated today, the Oncology community has a lot more to learn and understand.

Do you feel integrated and accepted here in Iceland?

I have to thank Landspítali in helping me to settle down and begin a new life, very far away from India. Foreigners are sent for language courses and offered support in integrating. It has been challenging at times. Adapting to the long days and nights took a while. Driving on the right side (not the wrong side!) of the road. (in Commonwealth countries we drive on the left side).

When a patient leaves the consultation chamber satisfied, and pays me a compliment, that they appreciate me speaking Icelandic, is the moment I feel most accepted by society. It didn't come easy. Icelandic grammar is tough, but I've made efforts in trying to grasp its rules and nuances. I'm not fluent yet, but I'm striving to be.

I'm an avid reader and photographer. Iceland gives me the opportunity to indulge in both.

Do you have any tips for professionals who might be thinking of migrating to Iceland for work?

At this time, stay put because of the pandemic. Once this is over, I would suggest you do a thorough search of life, society, weather, cost of living and language before you consider migrating. It's a great country with beautiful landscapes if you love nature. But it could be harsh and intimidating. So do your homework and come prepared.

What do you like most about being in Iceland during this period when the world is going through this pandemic?

We certainly are fortunate to be in Iceland during these unprecedented times. Because of the sparse population and remote location, it has been easier to contain the spread of infection like New Zealand for instance. The health authorities have issued instructions to the citizens which we follow. The inflow of tourists has trickled to a minimum and these are difficult times which we all hope to put behind us soon.



What do you enjoy doing when you are not working?

There are so many beautiful bookstores and cafes and the Icelandic landscape is amazing if you love photography.

The northern lights never cease to mesmerise me and now that I drive here I have been doing a lot of weekend trips. Music, travelling, playing pool or table-tennis and hanging out with friends is how I spend my spare time.

I must ask, where is your favourite place in Iceland?

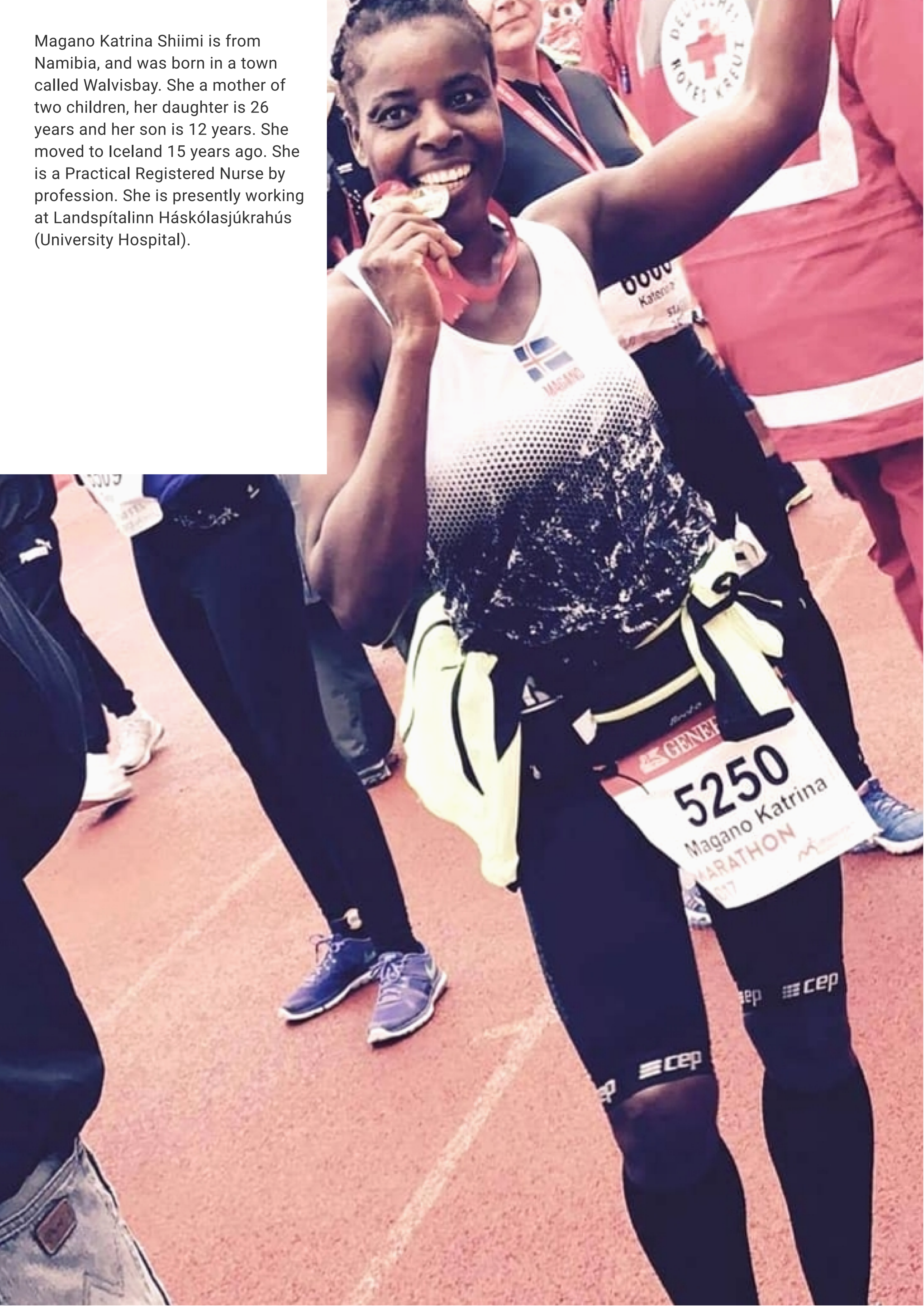
For the moment, it's got to be Jökulsárlón. But I know there are many more beautiful places yet to be explored!

Magano Katrina Shiimi

Nurse & Long-Distance Runner



Magano Katrina Shiimi is from Namibia, and was born in a town called Walvisbay. She is a mother of two children, her daughter is 26 years and her son is 12 years. She moved to Iceland 15 years ago. She is a Practical Registered Nurse by profession. She is presently working at Landspítalinn Háskólasjúkrahús (University Hospital).



HEALTH AND FITNESS IS MY PASSION

Interview with Nurse Magano



What is it like to be a registered nurse in Iceland?

I enjoy it, it's a very giving job but at the same time, it can be quite demanding. You need the skills to work in a team and with all kinds of patients with different illnesses. I learn as I go through, I have the education because there are new challenges every day. We are dealing with individuals and we are all different. I feel the responsibilities and I do my utmost to fulfill my duties as well as I can, and I do it with pleasure.

What advice would you give to others who have moved from Africa and have a medical background and are keen to continue in this area?

The best advice I could give to any person that wants to work in Iceland is to learn the language as well as the Icelandic culture. The language opens up the doors to everything. I grew up in Namibia where both Afrikaans and English are two of my native languages, so I guess it was a good background for studying Icelandic. My second native language, Afrikaans, is related to Dutch and German so I had some advantage because both languages are related to Icelandic.

It's strange to witness that though there are differences between the culture I grew up within Namibia and Icelandic culture there are bigger differences inside my native country than that. Namibia is nearly eight times larger than Iceland but with only 2.6 million inhabitants but 24 different languages.



RUNNING GIVES ME FREEDOM AND HAPPINESS

I am keen to know more about your passion for long-distance running.

Long-distance running is a part of my lifestyle. I made running a part of my routine, a long time ago. There are so many benefits that follow all types of healthy lifestyle and running gives me happiness and freedom and in that freedom, I discover new places because I have been participating in marathons in Iceland and in many countries.



Magano celebrating after a marthon

I made a lot of friends through running here in Iceland and in other countries.

I love running because it keeps me fit, I feel good mentally and physically. Being a runner is a great way to test your personal limit and find a way to challenge myself.

Discipline is the foundation of health, being true to myself is a vital part of my life and I know that my vision has been an inspiration for others.

Running is a healthy addiction, it has given me self confidence. I can make my own judgments and make my own decisions. What can be more important than empowering and helping others to find their passion. It gives me time to spend with my friends, enjoying talking to them about all kinds of running events and everything else related to running.



1.



3.

2.

" DON'T GIVE UP ON
YOUR PASSION AND
DREAMS"



You have been in Iceland for more than 15 years what do you like most about this country and what are your long term plans?

Iceland is beautiful. It is as we know a great place to raise children both peaceful and with low crime rate, no military like most other countries, the nature is magnificent so one can never get enough. It is amazing to live in a country that has no mosquitos. With northern lights dancing in the sky, hot springs, bright green moss and lava fields, midnight sun when it is bright for all the 24 hours in a day and so many wonderful waterfalls. Even though it can get quite cold in the winter, the thermal energy completely keeps us warm and the geothermal energy is also used for all the swimming pools everywhere in Iceland. It is such a luxury to be able to go to the pools any time of the day you want. The health system in Iceland is great and takes really good care of people. In fact, there are so many beautiful things I can mention, human rights and gender equality in Iceland are exemplary. The first woman that was elected president Vigdís Finnbogadóttir, former President of Iceland, is an inspiration for the whole world.

I'm planning to go to the University of Akureyri for further education in my field. I'm going to keep on running for sure and to be a good role model for my kids. If I can inspire others for a healthier lifestyle it would be like a bonus.



GreenBytes

The founders of GreenBytes
Renata Bade Barajas and Jillian Verbeurgt



Green Queens Renata Bade Barajas and Jillian Verbeurgt are doing their part to achieve the goal of reducing food waste globally. Through their new company GreenBytes, which is based in Reykjavík. GreenBytes is here to prove to restaurants that you can put the environment first without spending money.

Renata was born in Mexico City Mexico and completed her undergraduate studies at Georgia Institute of Technology in Mechanical Engineering. Renata grew up enjoying the nature outside which sparked her interest in preserving the beautiful planet we live on.

Jillian was born in Cranbrook British Columbia, Canada and completed her undergraduate studies at the University of Calgary in Geophysics. Jillian has always been passionate about sustainability and preserving the earth's natural state. Jillian believes that reducing the amount of waste is the best tangible way to clean up the planet.

**GREENBYTES IS
HERE TO SAVE YOU
MONEY, TIME, AND
DO SOMETHING
POSITIVE FOR THE
PLANET. WE'RE DONE
WITH FOOD WASTE
AND YOU SHOULD BE
TOO.**



The founders of GreenBytes
Renata Bade Barajas and Jillian Verbeurgt

Renata and Jillian both moved to Iceland for a master's degree in Sustainable Energy and were inspired by Iceland's green innovation and technology. They also worked in restaurants while pursuing their master's degrees and first-hand saw the amount of food that was wasted and could be saved. The idea for GreenBytes was born when Renata was working in Landsvirkjun, as a summer student, looking at forecasting wind.



If food waste were a country, it would be the third-largest polluter in the world. Throwing edible food away costs Europe millions of euros every day. With restaurants struggling to survive the pandemic, wasting resources is not an option. One culprit of food waste in Iceland is over-ordering in food retailers.

In Europe, we throw away 240,000 tones of food every day. Food waste is a major contributor to climate change.

Wow! that's a lot of food waste, so how does GreenBytes help restaurants ?

We have engineered a cloud-based solution for restaurants to save money and reduce waste.

GreenBytes focuses on reducing restaurant food waste. We tell restaurants how much food they should be ordering. We look at restaurant menus, inventory, and past sales to predict future sales using artificial intelligence.

Our algorithm also considers the day of the week and weather to more accurately predict what people are going to buy in restaurants in the coming days. We have tested our algorithms using data from local restaurants and have found we can reduce 700 kilos of food waste in three days. Reducing food waste helps the planet and local businesses. It is especially important for us to work on this.

To get more information email greenbytes@greenbytes.is





SKOOL BEANS IS OPEN





Holly Keyser - Director
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Meet Holly Keyser the driver behind Skoolbeans.

I had a chance to speak with Holly. I could tell she is a doer and a fun out of the box thinker. She started her coffee shop on a school bus in Vik.

Vik is a remote seafront village in south Iceland. I think the concept of having a coffee shop on a bus is just awesome so I want to know more.

LET'S TAKE A RIDE WITH HOLLY ON HER SKOOL BEANS BUS JOURNEY

"Living in Australia for over 6 years allowed me to witness the rise and shine of the Micro Movement"



What was the inspiration behind starting the micro-roastery and how did you learn this mastery?

Living in Australia for over 6 years allowed me to witness the rise and shine of the "Micro Movement, from breweries, bakeries, chocolatiers and of course micro-roasters. Suddenly there was a wealth of unusual and new flavours for people to experience. I want that culture to move into Iceland too.

Holly Keyser having her duck moment

Iceland is light years ahead with regards to sustainability but ten years behind in regards to cuisine and food experiences. This is not a bad thing at all because new ventures are popping up here and there and the technology is already available to help people along the way so it's a case of finding the people who want to give it a go.

When I came to Iceland I was very disappointed in the cafe and hot drink scene outside of the capital city (Reykjavik). I can't say that there were not nice options but often coffee and tea were a second or even last thought which surprised me so much because it's a "go-to" necessity throughout the day.

www.skoolbeans.com

I figured, if I can't find it, I will just do it! Two years of research, renovations and learning and voila! I am a proud micro-roaster, tea-lab and chocolate mixologist!

I've always had a flair for flavours and somehow I've been able to combine flavours and textures well. Perhaps that is because I've been a vegetarian since the 1980's where veggie options were horrible so I had to get quite creative!

As for how did I learn.... Let's just say learning through mistakes isn't just a term of phrase! Hahaha!
With regards to the build, I am pretty handy on the tools so I did a lot of that myself but I was also lucky enough to have amazing friends and a very handy Dad to help with the things that I couldn't manage or that were a two-person job.

I went through a strange phase towards the end where I lost a bit of confidence in the tools, which I think was caused by the budget running out and being fearful of wasting or damaging materials. Thankfully I had a really great friend, Haukur who guided me and also did a lot of it to help get me across the line. I feel very grateful and humbled by the entire experience.

I am a proud micro-roaster, tea- lab and chocolate mixologist!



What can people expect when they come to Skoolbeans?

I believe that I am the smallest coffee roaster cafe in Iceland and definitely the only coffee bus that is a micro-roaster, tea lab and chocolate mixologist!

People can expect a really cosy environment filled with small details and noticeable positivity with simple things such as the "Happy New" which is the only printed newspaper with only positive stories and a few other bits and bobs without seeming too 'way out hippy'.

There is a log burning stove, a bookshelf full of FREE books and some really nice souvenirs such as handmade jewellery, handmade soaps and other really nice items.

The menu is extensive to say the least, with 25 types of teas and some that are only made for Skool Beans, two types of the coffee beans to choose from and several varieties of hot chocolate.



"Holly's 203cm boyfriend came in handy while painting the outside of the bus!"



Toasted bagels with a selection of cheeses, homemade jams and homemade hummus are available and sooooooon I will be launching an INSECT range of options to add to your drink!!!

I try to keep things exciting with the menu because the main focus is of course, drinks and not food so I want to show people that hot drinks can be really exciting and nutritious too.



"Skool Beans coffee roasted by Holly is also available to purchase"



**Did you
have
challenges
whilst
setting up
your
business?**

Not so much as challenges but I decided very early on to make sure I opened the business debt-free. The problem is, that I purchased the bus in the same week as buying a house so of course, spare cash wasn't exactly easy to come by.

I worked really hard, saving as I went and then on my days off I would build the bus and buy things for it, work and save, build and work etc and then at the point that I was ready to open COVID hit! This resulted in a three-months delay in the machine being delivered and then when it arrived late July, the second wave arrived and new strict COVID rules came into play 24 hours before opening.

I figured, "What the Hell" this time in our lives calls for something really positive and creative so let's just do it. So, I opened on the 1st of August and ta daaaaaah it's a roaring success so far!



"70% bitter chocolate shot with Turkish candy floss"



I must ask the most frequently asked question. How do you like living in Iceland?

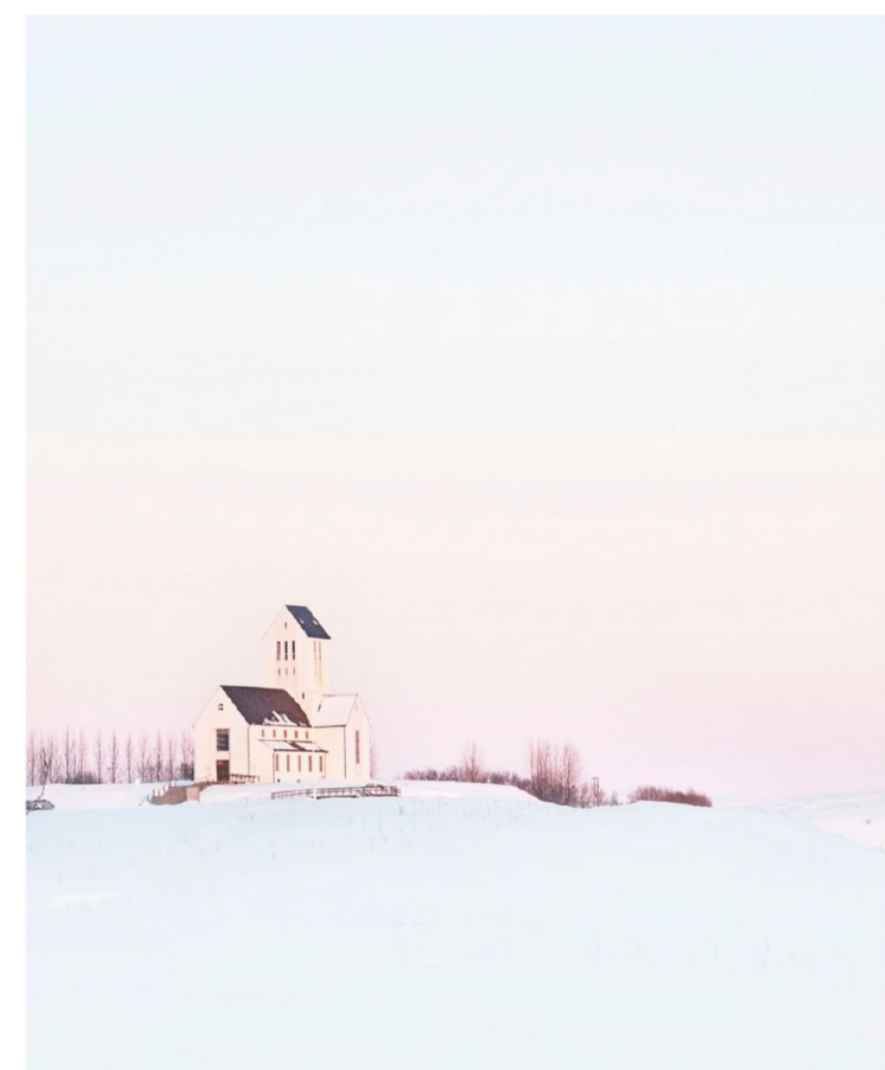
Holly Keyser - Director
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For me, Iceland is a very humbling country. Nature wins here every time and that gives humans a nice perspective. Before Iceland, I lived in Melbourne, Australia for six years. So many trivial things really mattered to people that really shouldn't have. Clothing brands, what cafe you went to, which side of the city you lived in, traffic, crowds and pollution..... And of course, every living creature trying to kill you!!!

Iceland is like a detox for the soul. It gave me a sense of space and ability to enjoy the simple things in life, as I used to when I lived in the UK.

I love living here but I think it's a testament to the people I have in my life so I consider myself very lucky in that respect.

A Christmas Gift Idea



Photography Prints by Cat Gundry-Beck

Living away from our home countries, it can give us so much joy to share a slice of Iceland with our friends and family back home!

I'm an Irish photographer living in Reykjavik and am passionate about capturing Iceland's dramatic landscapes in unusually bright and pastel tones. I have an online photographic print shop called Darkroom.tech, which ships worldwide for low prices. There are also framing options to make the gifts ready to hang on the wall when they arrive at your loved one's home. I have created a discount code for Erlendur readers, so you can get 10% off your order with the code `ERLENDUR10` until January 1st!



www.catgbeck.darkroom.tech



@catgbeck



www.catgundrybeck.com



@catgbeck

LET'S TALK FASHION

By Bianca Hallveig Sigurdardottir
Stylist and Fashion Writer



Let's Talk Fashion

In this issue, we feature two amazing up and coming designers. Ingrid and Karen.

I love the fact that Ingrid is both a designer and a photographer. This shows how talented she is.

Karen is a fashion final year student at IUA (Iceland University of Arts) with a passion for design and creativity.

If you are keen to showcase your designs just contact me via erlendurmagazine@gmail.com

Bianca Hallveig
Stylist and Fashion Writer



Ingrid Karis

“When worlds collide”

by Ingrid Karis



I'm Ingrid Karis originally from Estonia, moved to Iceland May 1999, at the age of 19. I fell in love with Iceland right away. As time went by, I felt more at home here than back in Estonia. I recently moved to one of the most beautiful romantic little villages, called Seyðisfjörður. The scenery is just breath-taking and perfect for any kind of photography, which is perfect for me to shoot. I have been in many schools here and the first one was Icelandic massage school Nuddskóli Íslands.

I was a masseuse for 8 years until I decided to quit that because most of my interest now was around photography and fashion. I also studied fashion technology. Now I can create my own designs. Also, after starting as a nude art photographer in Ljósmyndaskólinn, I developed my skills and soon after found my calling in fashion photography.

“When Worlds Collide”

Photo & design by Ingrid Karis



I love this design I actually took a Screen-printing/Skillprint course to get this design perfect. I also choose the colours and drew the pictures by hand.

I felt this design is also a reflection of my creative and adventurous nature.



Again my passion for colour, got the best of me, which made it easy for me to take a plain simple design and change it to something fun and interesting. This is what happened with this top. I felt I needed to tune it up with a bit of pink.



This dress was created from a plain fabric that seems too boring so I coloured it and came up with an interesting colour and elegant design. I feel sometimes a bit of colour can make so much difference.



“When worlds collide”

Photo & design by Ingrid Karis

Model: Ingibjörg Lárusdóttir

MUA/hair: Eydís Lind

Guðrúnardóttir

Assistant: Nikolas Grabar

“When worlds collide”

Photo & design by Ingrid Karis

Model: Ingibjörg Lárusdóttir

MUA/hair: Eydís Lind Guðrúnardóttir

Assistant: Nikolas Grabar

This is one of my first designs. The inspiration for this dress came from the 30s.



This design is dear to me and one of my favourite. I saw something similar online so I created my own version

“When worlds collide”

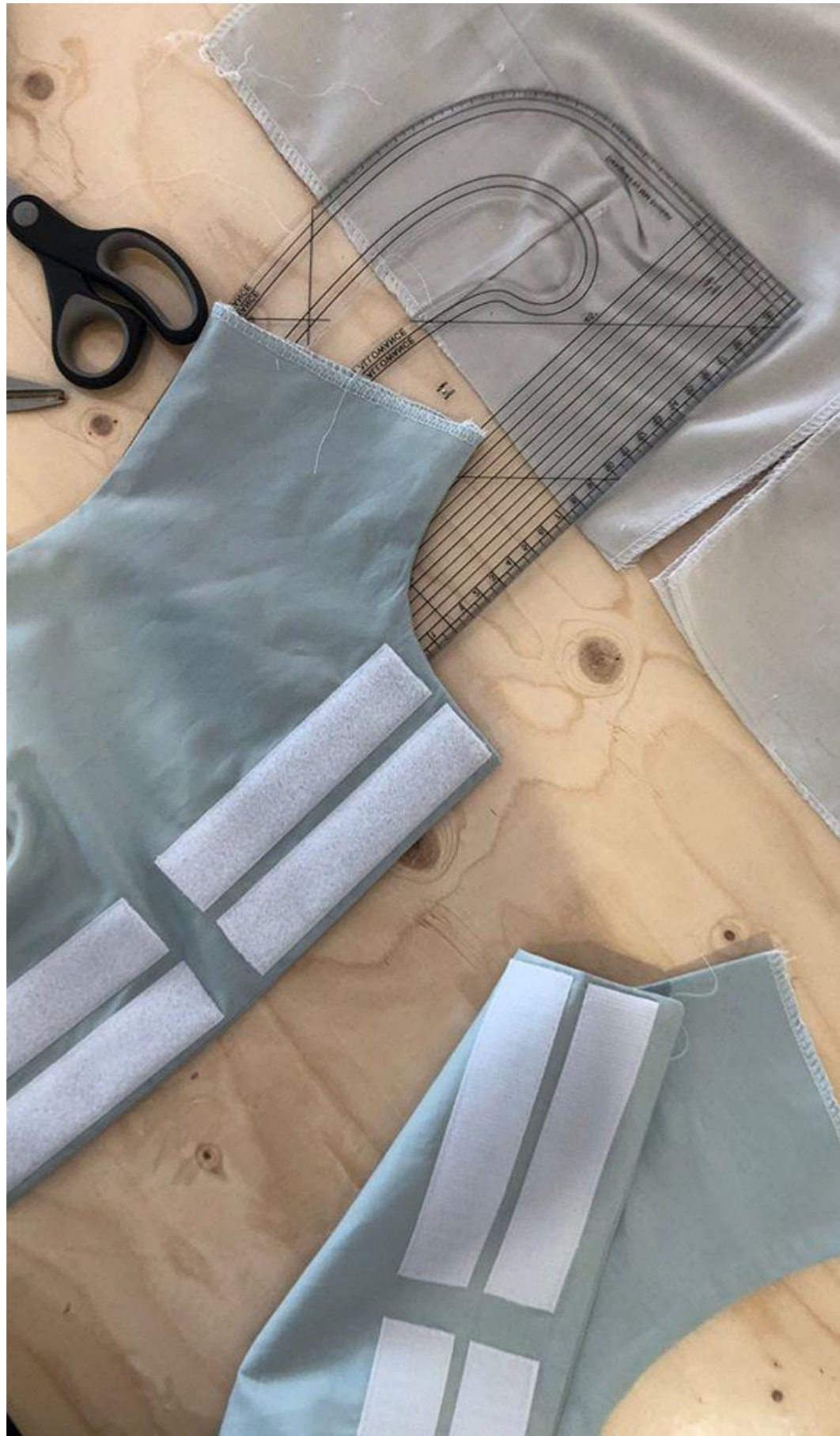
Photo & design by Ingrid Karis

Model: Ingibjörg Lárusdóttir

MUA/hair: Eydís Lind

Guðrúnardóttir

Assistant: Nikolas Grabar



Interview with

KAREN THUY

fashion design student - IUA



When did you know you wanted to be a fashion designer ?

I guess I've always known that designing was the path I wanted to take. Since I was a kid, I've always had the need to create or to make something out of things I found at home. I had a big imagination when I was young and when things were not easy I used to escape into my own head and started creating all kinds of things, including a collection of sweaters that I drew when I was around 10. It's not good at all, but I still have the drawings and I can laugh at them today. I haven't shown anyone those drawings, maybe I'll dig them up soon.





What projects are you currently working on?

I recently did a school project (Balenciaga competition) where I was able to design a unique look.

How do you want people to feel when wearing your designs?

I think clothes should have meaning and great clothes should make you feel confident. I'm in my 3rd and final year in IUA (Iceland University of Arts). I'm still just learning, but when I design a collection at school, I always think about the other person and how the clothes should make that person feel. Our clothes communicate and they should always make us feel good because when we feel good we have more confidence.





What advice would you give to other young people like myself who are keen on going into fashion as a career?

I think people should always be curious. Curious and conscious. I believe that curiosity will always get you further in life, whether it's an art or in anything else. We're always getting to know ourselves better and better each day and learning new things so It's also good to remember to not be too hard on yourself.

What do you do for fun when you are not working or studying?

I really enjoy cooking so in my free time, I love to try out new recipes that are a little bit complicated and just spend a lot of time prepping it. But I also love drawing. Drawing is like meditation for me, I just put on some good music and can do it for hours.

Name one thing you would like to see develop or change here in Iceland

I think people in Iceland should be less scared of trying out new things. Be more open to diversity, not only in fashion but in general.



Karen's previous design



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