



# The Selfoss Town Center

Iceland's First New Old Town





# A unique project in the centre of the South

- The New Old Town in Selfoss is a unique project that has reconstructed 61 historical buildings from around Iceland in one place.
- 1<sup>st</sup> Phase: 13 historical buildings reconstructed, Completed in 2021 with great success.
- 2<sup>nd</sup> Phase: 48 historical buildings reconstructed To be completed by 2027-2028.



# Immerse yourself in the heart of stories

At the heart of Selfoss is Iceland's first New Old Town comprised of 61 historic buildings from all over the country, that have now been reconstructed for modern use whilst still sharing and honouring the stories behind them. Whether you're looking for dining, shopping, nightlife or cultural experiences, there are plenty of opportunities within the town centre.

- **Iceland's first** New Old Town
- 2-4 star hotels
- 20 restaurants, cafes and bars
- 2 nightclubs
- 25 experiential stores
- 2 museums
- Galleries and installations
- Spa
- **Unique pedestrian** cultural street





# The Buildings

With this project, we are giving 61 historical buildings from all over Iceland new life by reconstructing them in Iceland's first New Old Town. Each building holds a new experience that makes it relevant for tourists and locals of today, while we always tell the story of its past with plaques at every entrance.



A dark, atmospheric photograph of a street scene in Selfoss New Old Town. The image shows a cobblestone street lined with historic buildings. In the foreground, a woman in a yellow top and blue pants is walking away from the camera, holding the hand of a small child in a red shirt. Other figures are visible in the distance, including a person on a bicycle. The scene is dimly lit, with a warm, golden light from a street lamp or building window on the left. The overall mood is quiet and nostalgic.

# Squares and streets

Every aspect of the Selfoss New Old Town has been carefully curated so that every square and street has a sight to behold, a story to tell, and an interesting experience to try.



# Cultural Street

A pedestrian street bubbling with life and packed with cultural references, artistic expressions, cosy courtyards and new experiences.

- Culture
- Restaurants
- Bars
- Galleries
- Workshops
- Hotels
- Museums
- City garden







# Hotels

Whether you prefer a vibrant or intimate stay, the Selfoss Town Centre offers premium options for accommodation located in the heart of the South.



# Fólka Hotel

Welcome to Fólka, a hotel for those that want a vibrant and socially enriching stay in the heart of the South. Every communal space in the hotel is full of life and energy, creating a lively ambiance that encourages interaction and a sense of community amongst guests.

We offer a unique dining experience in our glass ceiling courtyard, a nightclub, and a rooftop bar with plenty of cocktails and drinks for guests to enjoy under the night sky.

Each of the 99 rooms at Fólka has a story to tell as they are all inspired by famous Icelandic personalities and cultural figures.

- 99 rooms

- Restaurant

- Roof top bar

- Night Club







# The Artíson Hotel

Immerse yourself in Icelandic creativity and art at The Artíson, where guests that want an intimate and curated experience choose to stay. Within this 120-room hotel, every piece of décor is a work of art that inspires reflection and introspection.

Dine in our 2 restaurants, unwind in our luxurious spa, and lose all sense of time at our in-house art gallery. For our business guests, we offer the opportunity to host conferences and meetings in our spacious conference hall.

- 120 rooms
- Spa
- 2 restaurants
- Art gallery
- Conference hall



A woman with long blonde hair is smiling in a field of tall grass. In the background, there is a large screen displaying a landscape image. The scene is dimly lit, suggesting dusk or dawn.

# Experiences

Throughout Selfoss, we have or are creating experiences of all shapes and sizes.



# Skyrland

- Skyrland takes you into the world of skyr, Iceland's unique superfood. Through a journey of sights, scents and tastes, this experience walks you through the 1000-year story of how a Viking dairy product became a renowned global health food.
- Skyrland is a part of The Old Dairy, the reconstructed building of the first operating dairy facility in Iceland.
- In the 2<sup>nd</sup> phase, an additional exhibition will be built in the pedestrian culture street.

