

# MAKINGNORWAY

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A country is much more than the borders that define it. A country is the sum of its culture, traditions, stories... its people. This series will explore the people that Make Norway, and how Norway has shaped their creativity. Because just as people make a country... A country makes people.

# PROPOSITION

- Feature people at the centre of a scene/trend/movement/subculture
  - The people that were part of the story from the beginning
    - The people that facilitated the trend
      - The people that advanced it
- They must be passionate, knowledgeable and trustworthy

## Examining:

- How societal factors that could have inspired the trend
- How environment might have contributed to make the trend happen
  - How it might have been influenced or challenged Norwegian attitudes/values

# OUR FOCUS

Our objective is to unroot the seed of something and investigate how Norway provided the fertile soil to help this particular thing grow. We want this to take the form of a serious social, cultural and environment study which is both informative, educative and - most importantly - entertaining.

It's not a simple case of: let's do a documentary about Kygo for example. Instead, it should be a thorough examination of the conditions that allowed musicians like Kygo to flourish.

# THEMES & POTENTIAL STORIES

# THEME: TV/FILM

The Slow Revolution

**HEADLINE:** Slow TV is a truly Norwegian phenomenon.

**POTENTIAL ANGLES:** Is the pace of Slow TV somehow reflective of Norwegian life and what does the popularity of the format say about Norwegian society at large?

How did it so effectively engage the Norwegian public?

Why did/do the themes within some of the broadcasts (the Hurtigruten cruise, the Bergen train journey, a group of people knitting by a fire) resonate with the public as much as they have?

Slow TV breaks all the conventions of Television (there's no drama, no storyline, no climax); does Norway have a history for disrupting or challenging conventions?

**REFERENCE:**

<https://www.youtube.com/watch?v=7Y9W1Gex660&t=267s>

# THEME: TECH

Tech for good

**HEADLINE:** Norway is leading the world in ‘compassionate tech’ with new apps and online services helping society’s most vulnerable people, such as No Isolation.

**POTENTIAL ANGLES:** Is this duty for compassion/care a trait intrinsic within Norwegian society/culture?  
How have the lives of those that have benefited from the No Isolation program benefit  
To what extent is Norway invested in developing tech like this?  
What initiatives exist in Norway to help tech development thrive?

## CONNECTED STORY:

Hy5 has developed the world’s first hydraulic actuated hand prosthesis using 3D printing -  
<https://www.theexplorer.no/solutions/giving-the-world-a-helping-hand/>

## REFERENCE:

<https://www.noisolation.com>  
<https://www.bbc.co.uk/programmes/p067f3bd>

# THEME: ARCHITECTURE

Snøhetta

**HEADLINE:** They've transformed Norwegian architecture over the last thirty years and now they have New York's most iconic tourist destinations in their sight.

**POTENTIAL ANGLES:** Has the iconic nature of Norway in any way inspired their creativity?  
How has the Oslo Opera House (and other projects) changed the landscape of Norway?  
How have they challenged attitudes with their iconic design?  
What drives their creative process?  
How much of their process is inspired by traditional Norwegian handicraft?  
Do they feel a duty to provide sustainable solutions and is this a value that chimes with the rest of the country?

**REFERENCE:**

<https://snohetta.com/>



# THEME: SPORT

Skating around the law

**HEADLINE:** From the margins to the mainstream - The rise of skateboarding in Norway.

**POTENTIAL ANGLES:** Why was skateboarding deemed to be the moral panic it was?

How is skateboarding perceived in Norway now?

Was youth culture deemed as some kind of threat?

What has inspired this cultural shift?

Norway is famed for its love of extreme sports - can we examine why this is the case?

**CONNECTED STORIES:** Norway has recently opened the world's best purpose-built skate park.

The X Games also represents this great cultural shift.

**REFERENCE:**

<https://www.bbc.co.uk/news/magazine-36077122>

# THEME: MUSIC

The Bergen Wave: How Europe's rainiest city inspired one mighty soundcloud

**HEADLINE:** Bergen's unique brand of 'smart' pop became known world-over

**POTENTIAL ANGLES:** Some claim that the legacy of Grieg might have inspired the music - any truth in this claim?

Is the music style reflective of the place (a peaceful city that's close to nature).

Bergen has a large student population - did this community contribute to the scene in any way?

Some suggest the notoriously bad weather might have inspired people to stay in and create music.

What other significant music scenes have emerged from Norway (good or bad)?

What is happening now? Has there been an emergence of new artists?

**REFERENCE:**

<https://www.theguardian.com/music/2013/mar/15/bergen-norway-new-music-scene>

# THEME: ART

The Scream heard the world over

**HEADLINE:** The new Munch museum is due to open shortly

**POTENTIAL ANGLES:**

How has his legacy inspired the next generation of artists?

How did the stark Norwegian environment inspire his works and how does it continue to be a source of great inspiration for modern-day artists?

How has the site that inspired his most iconic work been transformed into a space for public art (the Ekerberg Park in Oslo)?

What other public/natural art spaces exist in Norway?

How did the legendary artist challenge attitudes in Norwegian society?

**REFERENCE:**

<https://munchmuseet.no/en/>

# THEME: EXPLORATION

A Country of Explorers

**HEADLINE:** Roald Amundsen's boat is recovered from the bottom of the sea near Canada and returned to Norway.

**POTENTIAL ANGLES:** Norway has a long lineage of explorers - what is it about the Norwegian psyche that evokes such a strong desire for exploration?

What is it about the Norwegian environment that inspires people to go out and explore?

Norway's Viking heritage - is there a connection?

Opportunity to introduce the achievements of modern day explorers like Borge Ousland and Erling Kagge.

**REFERENCE:**

<https://www.visitnorway.com/media/news-from-norway/roald-amundsens-lost-ship-returns-to-norway>

# THEME: FOLKLORE

Everybody dance Nor

**HEADLINE:** A traditional Norwegian dance has been given a modern twist

**POTENTIAL ANGLES:** How has this ancient form of dance found a new audience?

What were the origins of this dance form?

Why do Norwegians feel it necessary to preserve this tradition?

How have other traditions maintained their place in Norwegian culture today?

Do Norwegians take great pride in their traditions and customs and how do these manifested?

**REFERENCE:**

<https://www.youtube.com/watch?v=n0sUNlh1VG8>

# THEME: LITERATURE

*The Future Library*

**HEADLINE:** 1,000 trees in a Norwegian forest will be used to produce the paper for 100 books that will be written over the next century. All will be held in trust and unveiled in 2114

**POTENTIAL ANGLES:** Why has a Norwegian forest been specifically chosen to host this project?  
Does a culture exist within Norway for supporting ambitious artworks such as this?  
What other public/natural spaces in Norway have been used to host art?  
What kind of social commentary on time and place does the project offer?  
How does the project promote the theme of sustainability?

REFERENCE:

<https://www.futurelibrary.no/>

# THEME: LITERATURE

*The Crime Fiction Fixation*

**HEADLINE:** Norwegians have an obsession with crime fiction and this fixation is never more evident than during the Easter holidays.

**POTENTIAL ANGLES:**

How did this phenomenon emerge from an ad placement in an Oslo newspaper in 1923?

Is there something about the long winter/dark days that feeds a desire for this particular genre?

How have a new generation of crime writers like Jo Nesbo been inspired by this legacy?

What makes Norwegian authors specialists in this subject?

How much influence did it have on the emergence of Nordic Noir?

What other holiday traditions exist in Norway? Are they similarly dark?

Is this an opportunity to talk about Norwegian cabin culture, remoteness and being close to nature at this time of year?

**PEOPLE WE COULD FEATURE:**

Crime Writers

Historians, Social Commentators

**REFERENCE:**

<https://www.thelocal.no/20180329/bloody-easter-the-origins-of-norwegian-holiday-crime-fiction>

# MINI SERIES: SUSTAINING **NORWAY**



# THEME (PART I): FASHION

Part One: Tailoring the future

**HEADLINE:** Norway is a world-leader in developing sustainable fashion

**ANGLE:** How are the values of Norwegian society apparent in this particular sector?

How does the Norwegian fashion industry integrate corporate social responsibility into their activities?

How will developments in technology, knowledge and intention change consumption habits in Norway?

How will the Oslo Runway show (Feb '19) and the Oslo's year as the world's Green Capital draw attention to the challenge?

Which Norwegian brands are engaging with the challenge?

**REFERENCE:**

<https://www.theexplorer.no/stories/inspiration/norwegian-fashion-setting-a-sustainable-standard/>

<http://oslorunway.no/>

<https://www.norwegianfashionhub.com/>

<https://www.norwegianfashionhub.com/projects/2017/10/15/oslo-fashion-textile-lab>

# THEME (PART II): AGRICULTURE

Part Two: Going against the grain

**HEADLINE:** Flatbread Society is a growing constellation of farmers, oven builders, astronomers, artists, soil scientists and bakers aligned through a common interest in the long and complex relation we have to grain. A public artwork in Oslo which takes the form of a Bakehouse, a cultivated grain field & public programming.

**ANGLE:** Could we examine the relationship Norway has with its land?  
How does this project consider the relationship between food production and the realms of knowledge sharing, cultural production, socio-political formations and everyday life?  
How is this project modernising Norwegian agriculture?  
The name for the public space for this project is 'Losæter' - inspired by the Norwegian words 'Loallmenning' and 'saeter' - two very Norwegian concepts.  
Could this project in any way relate to the Norwegian concept of 'Dugnad'?  
What other community projects could we examine?

REFERENCE:

<http://flatbreadsociety.net/>  
<https://www.bjorvikautvikling.no/>

# THEME (PART III): TOURISM

Part Three: Zero Emission Tourism

**HEADLINE:** The zero-emission sightseeing boat Future of the Fjords has begun transporting tourists around a UNESCO World Heritage listed fjord in Norway.

**ANGLE:** The environmental impact of tourism is one of the biggest challenges confronted in the fight against pollution - what other measures are Norway taking to tackle the problem?  
How is the threat of global warming impacting Norway and more specifically, the tourism industry?  
The shipyard that conceived the emission-free catamaran has a proud history of innovating low/zero-emission vessels for tourism - what other projects have they developing?

**REFERENCE:**

<https://www.theexplorer.no/solutions/future-of-the-fjords--emission-free-tourism-on-norwegian-fjords/>

<https://www.braa.no/>

# DISCUSSED STORIES

## Architecture

- Architecture in Nature (and sustainability)
- Regeneration of Oslo
- Snohetta (architects known the world over)

## Sustainability

- Hybrid Ferries
- Oslo, Green Capital for 2019

## Publishing/Literature

- Government helping publishers (guarantee/promise)
- Crime/Nordic Noir phenomenon
- Range of libraries (new library, Oslo, Future Library)
- Fjord reading trips

## Technology

- No Isolation robots

## Sports

- Extreme (ski jump, rafting, belly-flop, etc)
- Skiing (part of the syllabus, history of pioneers)
- Surf Culture in Lofoten.

## Fashion / Sustainability

- How outdoor clothing has enabled exploration

## Food & Drink

- Gin (Bareksten)
- Sake (exported to Japan from Norway)

## Art

- Munch (the museum, his legacy, the next generation)
- Street Art/Public Art spaces/exhibits
- Street Art - Stavanger - Nuart
- William Heimdal
- National Ballet / Halling

## Music

- Bergen Wave

## Exploration

- Ousland expeditions, Erling Kagge, explorers
  - Cross-country skiing
- Fishermen (the extremes they go to)

# WHERE THIS COULD LIVE

We envisage having a MAKING NORWAY YouTube channel.

It could also be the perfect opportunity to use IGTV.

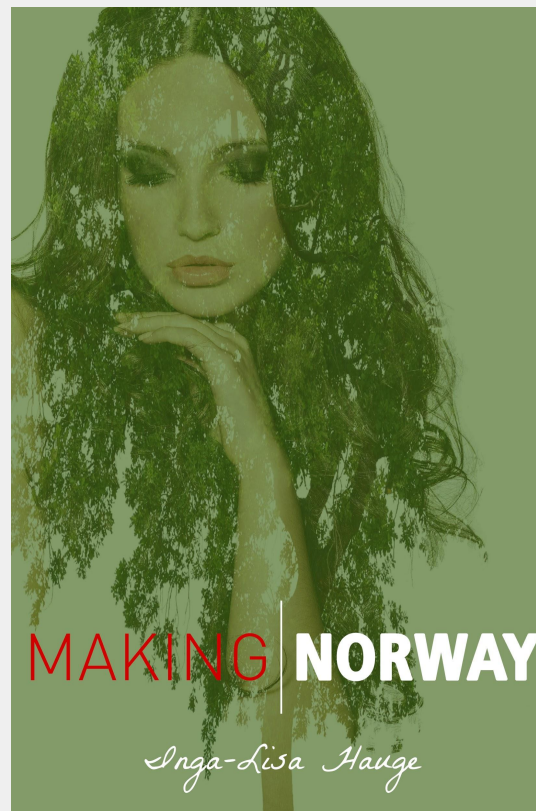
A dedicated page on Visit Norway could host the entire catalogue of films.

But primarily designed to achieve engagement in channel. Media outreach tactics to reflect Peer Gynt project.

Relevant, third-party distribution channels (for example, if there is was a film about fashion, could we offer our films as free content for online fashion publications/social sites)

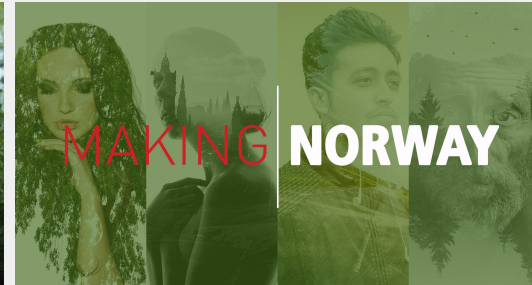
# TREATMENT

- High production value, 'Scandinavian' grade.
  - Narrative documentary style.
  - Key art and film marketing creative (double exposure treatment)
- Shorter edits are treated like trailers for the series



# STYLE REFERENCE

Cinematography is key in this route - these films are as beautiful as their settings. Furthermore, Nordic films tend to have a specific look / colour palette and that will be reflected in the cinematography. With production value on par with big budget studio productions, MAKING NORWAY should be able to seamlessly fit into any Netflix lineup.



# STYLE REFERENCE(cont'd)

SKAM TV Series (<https://www.dailymotion.com/video/x6bvn9w>).

Graphics / text

KOSTA BODA Bertil Vallien Documentary: <https://youtu.be/5YFnW9UBOzg>

V/O treatments, insert shots

**Container:**

Logo, colour scheme/grade, credits, fonts, subtitles/graphics



# NEXT STEPS

Review and identify stories for development (ideally 5 or 6).

Contact Business Hubs to share ideas and obtain further inputs:  
case studies, expert advisors, candidate interviewees, interesting 'build' or  
unexpected twists.

Produce timing plan for initial commissions working towards delivery for March  
2019 launch.

mr.h to work on branding/identify for series.