



National Purist Routes

Industrial Expansion and
Moving Icelandic
Landscapes



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Master of Architecture

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Iceland is currently in the middle of an extensive development in the sectors of industry and tourism. When utilizing the country's potentials in the shapes of power intensive industry and natural landscape, Iceland is creating a direction for the future. Decisions concerning both, are taking place as we speak.

Industry and tourism are often seen as opposing sectors with different interests. In this study we have looked at the underlying forces at play within both. As a result, our question is as follows:



What potentials lie in seeing the two together?

In order to explore our question, we have created the design project "National Purist Routes". The project is a network of filling stations and destinations for a proposed hydrogen powered car rental fleet in Iceland.

The project "National Purist Routes"
> Challenges the nature/culture dichotomy and demonstrates the transitory quality of our values

> Introduces new sites as well as new types of sites and commodities for the tourist

> Speculates in new uses of energy in Iceland and the advantages of not being connected to a transnational energy network

> Cooperates across sectors and takes advantage of the investment capacity of the large actors

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