

Authenticore and their philosophy of “Ildsjel” (fire soul)

“It is not down in any map, true places never are.”

Herman Melville



Only in the Norwegian language exists the word “ildsjel”, which has the meaning of “fire soul”. “Ildsjel” describe those locals, who are engaged with passion to fulfil their dreams. They burn for what they do and think holistically about their culture and the natural environment they live in. They create their own stories. Their programmes are the core of **Authenticore**. To come in touch with them

gives our guests a real and unique experience, which will inspire everybody.

I really want to touch the human core, which is the power that says "yes" to life. When the core is touched, the result is a glaring sense of meaning, interest, connectedness and joy - or in other words - an authentic experience."

Karina Fürst

Founder of Authenticore

Norway – The country of contrasts



A country of contrasts based on nature, culture and of course people.

Magnificent fjords - which you elsewhere will only find in New Zealand or Chile – a huge variety of mountains and idyllic coast areas determine the image of this country.

The Northern lights in the winter and midnight sun in the summer, the farmers and fishers and Sámi people in the North are other contrasts.



Norway is 2700 km long and has been for centuries under the Swedish or Danish crown. They always had a king, but no aristocracy, which explain why the Norwegians are so earth-bounded. They have been farmers and fishers always LOVING their country. The country though has only 4.8 million inhabitants and is 5% populated.

It also enjoys the story of Cinderella: Until 1969 it was one of the poorest countries in Europe until the famous day in December the oil was discovered. Norway is today one of the richest in the world and probably a country with the healthiest life style based on the closeness and connectedness to nature by the Norwegians.

Instead of spending the money wildly the government thinks several generations ahead investing the enormous funds and the country just lives of the interests.



Thinking healthy, acting healthy and being healthy is here as a daily experience. Our contrasts are in nature, the climate and even with the people.



And finally the Norwegians feeling responsible not only for themselves but also for the “family of mankind”. In this Scandinavian Country exists a brilliant sense for political correctness and responsibility. For example regarding development aid from United Nations conventions the Norwegians are one of the few countries worldwide that fulfil the multilateral agreements or even top it, in particularly referring to financial issues.

**With the rhythm of nature-
Moving the reindeer from the winter to the summer grazing grounds**



Many people do not know that we also have a similar culture in scandinavia as the native americans - The Sami people.



Instead of buffalos and teepees they have reindeer and lappish tents (lavvu) and we find both reindeer and sea samis. As their brothers they have been suppressed and only 20 years ago they got an own parliament, their language is taught again at schools and their culture and tradition are playing an increasing role in the Norwegian society.



The owners of the reindeer herds bring those wonderful animals each spring from the winter to the summer grazing grounds so that nature can recover and reproduce.

We have the unique opportunity to offer you a journey to move more than thousand reindeer on snow scooter together with a sami family for 5 days over the endless tundra.

This is a 1000 year old tradition still existing today and giving the experience of completely breaking free from our daily stressed rhythm.



It is a time to come back to ones own inner rhythm and experience closeness to both nature and each other.

A time where **BEINGNESS** is the core.



We move the reindeer with our hosts and dogs and stay overnight in lappish tents, which we have to set up ourselves. Just the time we spend in preparing the food, watching over the animals, setting up the tents takes the entire day and quickly brings us out of our unhealthy life style and after just one day everybody will feel a deep inner relaxation.



The conversations around the fire or with our sami friends open up inner spaces of curiosity and give lots of energy. Even though there is not quite yet the midnight sun it only will be dark for a couple of hours.

We get equipped with thermosuits, warm boots, sleeping bags and reindeer skins for isolation.

After 5 unforgettable days our batteries are recharged and we had the opportunity to experience a story that only a few people ever have a chance to live.



A once in a lifetime experience