

## The Art of Thinking Different

We know that Incentives, comes from the Latin word "incendere", which means,

"to set in fire".

How do we "set in fire" or inspire people in today's world ??

That is a VERY important question and not easy to answer. We have discovered that when we touch our guests inside, in the heart, so much happens, that it is like a little miracle. How can we touch people inside? Another big question to think about!

People are oversaturated and another 5 star hotel and activities not always resonate and truly move the traveller.

I believe that the genuine human meeting is the main ingredient of a successful incentive journey. This genuine meeting is based on a local inspired person, who we call in Norway "ildsjel" or translated "fire souls". They burn for something and live it, they have this YES to life and themselves what many lack today.

How can we say YES to a company if we do not say YES to ourselves and life itself? It may all sound very philosophical, but why not? WHY NOT GIVING INCENTIVES A MORE PHILOSOPHICAL and DEEPER DIRECTION?

We believe that this way of thinking is one possibility in the future incentive business and we work wholeheartedly on it. This is what inspires us and makes us LOVE what we do.

In this Newsletter I want to introduce an idea, which perhaps can inspire you and together we can build on it.



## FYRESDAL in Telemark



Fyresdal is one of this unbelievable beautiful places in Norway- a bit off the beaten track, well hidden in Telemark- which is the cultural cradle of Norway and where the Telemark ski style comes from.

Telemark is located between the west coast and the fjords with high mountain, deep lakes and many “ildsjel”.



Many young people left Fyresdal, as it happens in many of those small places in Norway and the hotel got abandoned, bakery and other places closed. Then a Dutch man got the brilliant idea to set an add in the Dutch newspaper to invite young Dutch families to live here. That worked!! A total of more than 40 Dutch and German families moved to Fyresdal and created a new life. They wanted to leave the hectic life they had and base their future on deeper values and higher quality of life.



It is quite amazing!! Those families re-opened the bakery, the hotel, some work with horses; others have a farm or Café. They brought fresh air into Fyresdal.

BUT they also brought challenges and that part is reflecting our life in general.

We live in a global world with many cultures mixed together, but what we often lack is:

UNDERSTANDING THE OTHER  
TOLERATING ANOTHER WAY OF LIFE  
RESPECTING EACH OTHER

These challenges had to be faced by both sides in Fyresdal and all of the new inhabitants here learned a lot from each other.

We now would like to invite you to get inspired by this village, meeting both the traditional Norwegian way of life, the modern and global challenges and the way they “solved” and integrated the new face of Fyresdal.

Concept

Fyresdal has approx. 1600 inhabitants. We would like to offer you truly experience this advanced community in Norway and perhaps in Europe.

The locals open the doors you to their homes, to stay with them instead of just another hotel. We would base all activities on the locals and create a forum where the Germans, Dutch and Norwegian people openly share their challenges, opportunities and way of life and thinking.

The surroundings of Fyresdal are extremely varying and beautiful and we use the huge Fyresdal lake, the mountains and the centre where we have one of the best preserved historic open air museums. The last one is the arena for activities engaging in the life from the 10<sup>th</sup> century to the Viking and modern time.

We have a dinner together with our friends in a huge barn or other local place and learn about the traditional ways of making bread, preparing fish and other local traditions.



This proposal is best for a group over 100 people so that we can really engage everybody and create a meaningful incentive journey.

We have organized a similar meeting

last year for 220 people in a much smaller mountain village and the success was amazing. People got deeply touched and connected with the locals so that they continued having contact after the trip.

The guests reflected about their lifestyle and shared with each other and the locals. Many people saw each other different after that trip and also the locals came much more together after the guests had left.

This is such a meaningful event, where people come together in a magical way.

**WOULD YOU DARE??? WE WOULD AND LOVE TO CREATE THIS FOR YOU!!**

### DAY 1



The best would be a charter flight to the airport of Kristiansand. Here planes up to 200 people can land. There are also regular flights to Kristiansand directly from the Netherlands and via Copenhagen.

The transfer is 2 ½ hours through the most beautiful nature, which is extremely contrastful. The guides in the busses will be a mixture of the Dutch, German and Norwegian inhabitants.

They introduce you to Norway and Fyresdal. The time will fly and we also show a film and teach some basic Norwegian words.

A snack made of local specialities will also be served.

We have 3 possibilities to overnight :

- Airparc Hotel [www.airparc.com](http://www.airparc.com). This is one of the places a Dutch couple took over and is now slowly renovating it. It has 36 rooms and 13 apartments and is located right on the Fyresdal lake and just 5 minutes from the centre.

Karenlyst Alle 11, 0278 Oslo  
Tel: +47 22 06 50 20  
Email [kf@authenticore.no](mailto:kf@authenticore.no)  
[www.authenticore.no](http://www.authenticore.no)



- Kvipt [www.kvipt.no](http://www.kvipt.no). This place from the 16<sup>th</sup> century is in the same Norwegian family ever since and a great contrast to Airparc hotel. It is located 35 minutes from the village centre in the most beautiful nature. The owners make everything themselves and it has heart and soul. Here 20 guests can stay and have to share bathrooms.
- Fossum [www.fossumferie.com](http://www.fossumferie.com). This place is also located right on a very beautiful lake and consists of several cosy cabins. The owners are Germans and have created a little paradise . A waterfall with a sauna and Jacuzzi is also part of the place and up to 25 people can stay here.



- Private homes. Here we offer our guests to stay in a private home and truly be part of their life. They will breakfast there and the owners will partly also be involved in the activities.



Upon arrival at Fyresdal we will be welcomed by the mayor of Fyresdal and the local folklore group in their traditional costumes introducing the local dances and customs. Afterwards we have an introduction of the guests and the local hosts while enjoying a little snack . Then each family leaves with their guest and we drive the rest to either Fossum or Kvipt.

For dinner we have a barbecue at Airprac hotel, where we can also stay inside in case of rain. The local people who are involved and have a guest are invited and we serve simple grill food. An informal way to get to know each other.



## Day 2

After having breakfast in our different places , we meet in the centre and leave to different arenas:

- The traditional, Norwegian one in the open-air museum. Here the guests have a storytelling journey with activities reflecting the history and mythology of Norway.



- Active arena, where we fish and canoe and learn how to prepare the fish in different ways. Many opportunities to talk to the locals and share with each other



- The creative one, where we build something, make sculptures, paint and have music and acting.



Depending on the size of the group we either have lunch all together or we stay in our corresponding arena. Everybody experiences everything

In the evening we all gather with our local new friends in a huge barn at an ecological school, which is driven by a German -Norwegian couple. Here we hear more about the challenges and life in Fyresdal.

### Day 3



We say good-bye from our new friends and drive approx. 2 hours to the famous Norwegian fjords. We arrive at the narrow Lysefjord where the huge 600 m steep mountain “Prekestolen” is dominating the landscape.

We board a fast boat and have a 4 hours fjord trip before we end in Stavanger. This is a great way to digest the last days, share with each other or just BE and enjoy.



**Stavanger** is, like Bergen, one of the most beautiful cities on the west coast and has a lot of historical buildings and history. Here the oil industry has their home and we can experience the other side of Norway - the rich and wealthy face.

Until 1969 Norway was one of the poorest countries in Europe until on the 23<sup>rd</sup> of December the oil was found and the destiny for Norway forever changed. Now it is one of the richest country in the world with the best life style and purity in the air and waters.

We end at the Radissons SAS Atlantik hotel and have a dinner in one of the historical places or even in the modern oil museum where we see the history of the oil industry.

The journey of the “ildsjel” will end at DAY 4 and we can guarantee you that every person will leave Norway being deeply touched and moved.



**Our intention is to create meaningful experiences, which communicate values and touch the people, deeply inside. Why not leaving Norway enriched instead of simply consuming another country?**

**In all human beings lies an artist who yearns to express and be creative. That is our natural talent and allows us to be a facilitator for that discovery and journey.**