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*The Arctic region, with its purity and cold temperatures, is probably the best region in the world for growing and harvesting healthy ingredients.*



70° 07' 48" N

Karlsøy Municipality  
Northern Norway



### Authentic Arctic Smoked Salmon à la Hegelund

Over the centuries, the inhabitants of Scandinavia have made use of numerous techniques to conserve salmon. In the 17th century, it was smoked salmon that conquered kitchens the world over.

The now-classic technique consists of a salt bath, rinsing, and smoking for a period ranging from a few hours to several days. It actually first became popular among the high society in France, before becoming popular throughout Northern Europe as well.

In Arctic Norway, the Hegelunds were able, through trial and error, to fuse this aristocratic tradition with unique local knowledge.

Cold-smoking with juniper wood, adding spirits to the filets during the smoking process and so on helped create some of most-celebrated gourmet dishes on this side of the Arctic Circle.

**Cloudberry:  
The Golden Secret of Scandinavia**

Steeped in local folklore, cloudberry are the most exclusive berries in Scandinavia. Plentiful in the northern expanses of Norway, Sweden and Finland, they are often referred to as "the gold of the mountain" because of their shimmering, jewellike colors.

Cloudberry grow especially well in the high-altitude plateaus and fens of Arctic Norway where they spend the entire summer being nourished by the towering Midnight Sun, before being harvested in the Fall. Rich in vitamin C and containing twice as much antioxidants as oranges, cloudberry were treasured by the fishermen and farmers who lived off the coast of the Arctic Sea.

Not only was the berry an effective way to combat scurvy, its unique, tart and fruity taste made it an extremely popular treat as well. Served fresh, in jam, or even distilled in a surprisingly sweet liquor, the cloudberry is as versatile and colorful as the spellbinding land it grows from.



**Bilberry:  
A sweet and healthy superberry**

The European counterpart of the North-American Blueberry, the Bilberry, has long been a popular foodstuff in the Arctic expenses of Northern Norway. As was the case in most rural communities across the oceanside, the Hegelunds of Karlsøy always spent a considerable amount of time each summer to hike the island fells in search for the famed berry.

Once picked, the family got together to clean, prepare and preserve the berries. While bilberries were consistently popular fresh (especially when baked in pies or spread unto warm toasts), turning them into jam made for a sweeter and longer-lasting delight during the long and cold Arctic winter.



**Caviar from Siberian sturgeon**

The eggs from the Siberian sturgeon (*Acipenser baerii*), which is found across Arctic Russia is considered to be the best of the best. The brownish color (the lighter, the better), medium size and salty taste of the eggs participate in crafting a powerful gastronomic experience.

The aftertaste is often referred to as bringing "a subtle taste of the sea" to the mouth. This high-quality caviar is best enjoyed with champagne, or good old Russian vodka!

**Flatbread:  
A Hearty Scandinavian Staple**

Throughout the gastronomical history of Scandinavia, bread has always occupied a place of choice. Flatbread was already common in the Viking age and is still popular today. When the Hegelunds came to Arctic Norway, flatbread was one of the most common foods consumed in the region.

North-Norwegian flatbread was produced using unleavened barley and wheat flour, warmed atop a heated flat stone or an iron pan. These millimeter-thick breads were conserved in wooden buckets and could keep for over a year. It also was the snack of choice of the fishermen and hunters who sailed the polar seas.



**Stockfish:  
True Arctic Authenticity**

Cod (Torsk in Norwegian) has been by far the most important staple-food and trading good in Norwegian history. The North-Eastern Atlantic Cod, which spends its summers in the Russian White Sea migrates every winter to the coast of Arctic Norway where it is met by the world's largest fishery. It has been proven that Norwegian dried cod (stockfish) has been exported all over Europe since the Viking Age and was actually the country's number one export and source of wealth until the discovery of oil in the 20th century.

As far as food is concerned, it simply does not get more authentic than codfish hauled right from the cold waters of Arctic Norway.



**Spice up your meal**

A great number of unique herbs can be found in the Arctic. Oregano, caraway, juniper, meadowsweet as well as numerous food-herbs such as chives, sorrel, or angelica have all been used by generations of Arctic cooks and homesteaders.

As a matter of fact, many of these herbs were actively cultivated by farmers and other country people when the Hegelund clan began establishing itself in the region in the 17th century.



**Halibut:  
"The holy fish" of the Arctic**

The oldest representation of Halibut in Norway dates back from the Stone Age. The fish, which is sometimes called "the holy fish" is one of the largest animal that can be found in the cold fjords of Arctic Norway: the largest one caught by a member of the Hegelund clan weighed no less than 220 kilos!

Even when the fish weighs a normal weight of 30 to 60 kilos, halibut fishing is a demanding activity. Between the time the halibut bites and the moment it gets hauled up unto the boat, 20 to 40 minutes might very well have passed.



**House of Hegelund Flake Salt**

In Scandinavia, sea salt has been harvested since the end of the Stone Age. The Hegelunds have always made good use of the rich local sea salt to spice up their family recipes and replenish their strength during the long and tough winters.

The salt is manually produced and processed through environmentally friendly methods. Its soft yet crispy texture beautifully compliments any dish. Gently crumble or scatter the flakes on lightly dressed green salads, raw or freshly grilled vegetables, fish and other seafood to draw the best flavors from your ingredients.



**Gravlax:  
The Arctic Origins of a Legendary Dish**

The origin of Gravlax can be traced all the way back to 14th-century North-Sweden. In the Middle-Ages, salt was expensive and most foods had to be preserved using alternative methods. After filleting the salmon, it was placed in a hole in the earth, covered with birch bark and laid in a bath of water, the fish's own blood and various spices and herbs. Despite the rather strong smell, the fish was able to be conserved for much longer than usual and it slowly became well-known all over Europe. Over time, the recipe changed somewhat thanks to French and German influence as well as the introduction of salt and dill. Nowadays, Gravlax is one of the few Scandinavia dish that is famous the world over.



**Lingonberry:  
The Scarlet Arctic Treasure**

Possibly the most popular and most-consumed berry in the entire country, the lingonberry has been a gastronomic and cultural staple in Norway for several hundreds of years. The lingonberry, which develops its trademark crimson color through the summer months of the Midnight Sun, grows plentiful both in the coastal and mountain landscapes of the Arctic.

Full of vitamins and antioxidants, the berry was cherished for its surprisingly long storage life and its many, diversified uses. While folk healers prepared numerous remedies from the berry's pulp, leaves and roots, chefs all over the country preferred using it to bring taste and color to their dishes.

Equally fitting on freshly-baked bread, desserts and red-meats, it isn't surprising that the talented cooks of the Hegelund clan developed a special liking for the berry whose singular, slightly acidic and bitter taste has never failed to turn any meal into a unique, vibrant experience.



**HOUSE of HEGELUND®**  
Arctic family traditions since 1635

# Welcome to an Arctic Adventure!



## Dear reader,

The Tromsø region in Arctic Norway is a fascinating land of extremes, perched on the northernmost tip of Europe, where east meets west in the cold waters of the polar sea. This still largely pristine area is not only home to some of the most breathtaking nature the world has to offer, but it is also where histories were, and still are, being written. One such history is that of our family, the House of Hegelund, which was founded here, at 70° north, almost 400 years ago.

During all those years, members of the family have taken part in all the aspects of the harsh traditional North Norwegian way of life. From trade to agriculture, fishing, administration, gastronomy, and more, the Hegelunds have always found ways to live in this exceptional land in a sustainable yet innovative manner. In all these years, our family has gathered a wealth of knowledge, stories, and abilities, that permitted us to thrive and create great arctic memories.

Today, it is finally your time to turn north. Maybe it is your first time crossing the Arctic Circle and you want nothing more than to find the aurora, sail by pods of whales, and cross snow-decked valleys on a husky sled? Or maybe you are a returning visitor? Someone who has already been conquered by the majesty of the Tromsø region and are looking to dig deep into our fascinating history, blend of cultures, and gastronomic traditions?

Regardless of where your Arctic odyssey takes you, we hope that this first edition of the House of Hegelund magazine helps you find your way in our rich and unique homeland. In these pages you will learn about our ancestral way of life, authentic traditional foods, modern innovations, and much more.

Today, it is with great happiness that we can proudly say: Welcome to our family, welcome to House of Hegelund.

Frode Klingenberg  
Managing Director

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There is no denying that the Aurora Borealis has fascinated onlookers for centuries, if not millennia. In these olden times, people interpreted this phenomenon in various ways, often steeped in myth and legend.



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How House of Hegelund's new chairman, Erik Rosen, is passionate about taking care of our traditions while innovating for the future.



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## Arctic Culinary inspiration

If there is one thing everyone involved with House of Hegelund can agree on, it is the importance of using fresh ingredients and produce quality products. We set sail to find a chef who shares this passion, and who would be interested in exploring and innovating new dishes with the use of old House of Hegelund recipes. Please meet Chef André Larsen.



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## BE THE FIRST TO KNOW

Feel free to sign up for the official House of Hegelund newsletter. Be the first to know all about our latest products, company news, events, as well as exclusive content such as authentic recipes, culinary inspirations, local tips and stories and more!

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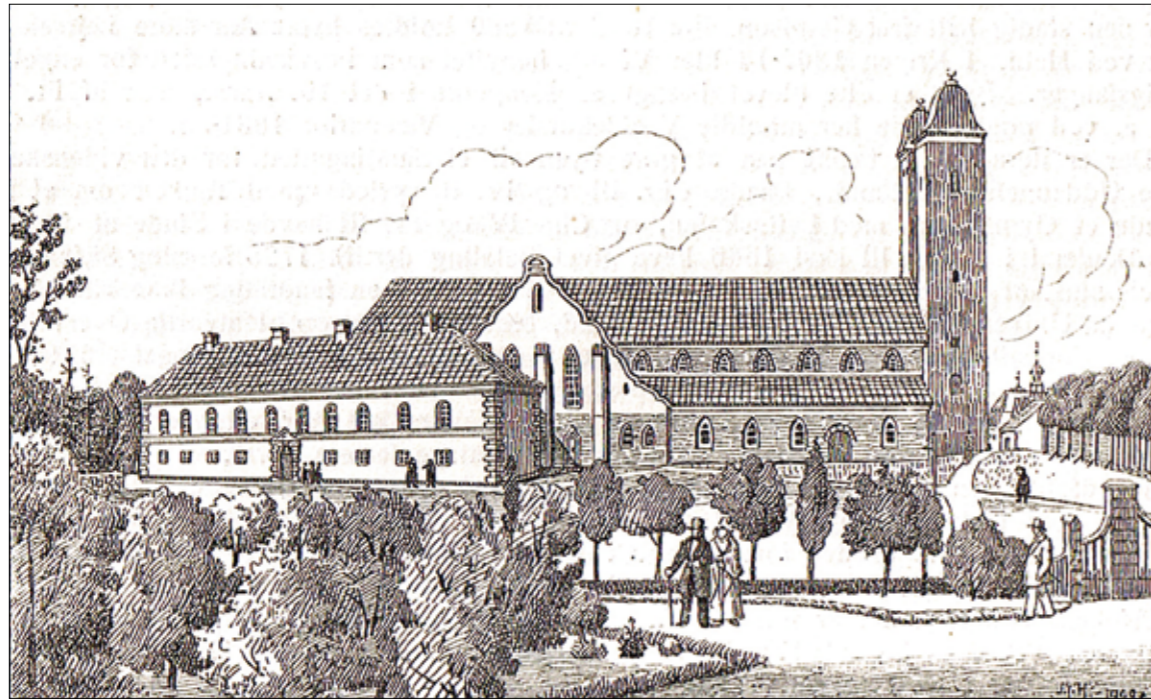
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The cathedral of Viborg before restoration in 1876. Photo: Wikimedia commons/J.T.Hansen (1848-1912) from lithography by Friedrich Wilhelm Otte (1763-1851).

# From Viborg in Denmark ARCTIC DESTINATION

Text: Lyonel Perabo



The distance between Viborg and Karlsøy in Troms is more than 1500 km.

In the year 1635, a 35 year-old hailing from Denmark, Morten C. Hegelund, travelled up north to Norway and settled in the area of Karlsøy, well above the Arctic Circle. This event marked the beginning of a near four-century long history for the Hegelund family, centered on the jagged Norwegian coastline, facing the ice-blue waters of the North Atlantic.

During these four centuries, the Hegelund clan became one of the wealthiest and most-respected families in the whole Karlsøy parish.

The Hegelund family originally hailed from the towns of Ribe, Viborg and Ebeltoft in the Jutland peninsula of Denmark. These Hegelunds that came to settle on the Northern edge of Arctic Norway were Morten C. and Mikkel C. Hegelund, the sons of the mayor of Viborg, Christen Sørensen Hegelund.

Together with the Figenschou family, the Hegelunds soon became one of the leading families in Karlsøy. These two families of civil servants were amongst the most notable and influential in their local community, and it did not take long before they began to inter-marry and forge powerful and enduring alliances with each other.

Soon, the gathering of Hegelunds and Figenschous essentially turned into a sort of integrated social system that formed the center of the local society.

## Morten C. Hegelund (1600-1660)

Morten C. Hegelund got his start in life in Bodø as an aide to Frank Kass, the governor of the Nordland county. While living there, he met a local lady named Synøve Hansdatter with whom he fell in love and later married. As a reward for his excellent work in the county administration, Morten was rewarded by being made bailiff for the district of Troms.

He and his wife established themselves in the Elvevold farm in Ringvassøy island. He also leased land in Hessfjord, by the Langsund strait. Records indicate that he kept his bailiff position the rest of his life until he died in 1660.

The House of Hegelund family members are all proud descendants from Morten C.Hegelund, the first in his family to establish himself in the Arctic coast of Northern Norway.

His brother, Mikkel C. Hegelund, became a priest in the city of Trondheim. Among his descendants we find one individual who would end up moving event further north and become the famed “Karlsøy priest.”

## Mikkel J. Heggelund (1662-1729)

Mikkel J., descendant of Mikkel C. Hegelund of Trondheim, ended up establishing himself in Karlsøy, just as his relative Morten had done a few decades earlier. Thanks in part to his marriage to Rebekka Elisabeth von Mühlenport, heiress to a powerful German-Hungarian family, Mikkel J. was entrusted with the vicariate of Karlsøy, a position he held for close to 30 years, between 1694 to his death in 1729.

Mikkel J. was known in his time for being quite the character and having the tendency to get easily worked up. His moral integrity and social engagement, together with his somewhat rigid mindset, often led him to various conflictual situations during his time as a priest.

Together with his wife, Rebekka, Mikkel J. had no less than 6 children; 4 daughters and two sons. Another noteworthy figure in the Hegelund clan was his older brother:

## Christen M. Heggelund (1625- 1694)

Christen M. Hegelund was known in his lifetime as the king of Skjervøy. In 1661, Christen obtained trading privileges making him a merchant citizen of the city of Bergen, the largest trading center in the country at the time. He later established himself in Skjervøy, a little trading post in the vicinity of Karlsøy, where he became one of the richest and most influential man in his community.

Not only did he command much respect and obeisance from the general population, even the local priest, Cornelius Hansen, was himself monetarily indebted to him. According to local legend, he would even take the priest's Christmas donation from the church altar in plain sight of the whole congregation in order to repay himself. These



The Hegelund family ca 1901.

questionable dealings quickly became so infamous that it was referenced by the priest-poet Peter Dass in his most famed epic poem The Trumpet of Nordland:

*”Et rogte forleden i landet omdrog  
At præsten udredning hos kræmmeren tog  
Og var hannem skyldig en hooben.  
Naar bonden en skilling paa Alteret gav  
Sto kræmmeren bag og tog den deraf  
Dat is na de dyvel to ioopen.”*

Despite not being particularly considerate towards the priest, Christen was nevertheless quite generous with the church. Over the years, he gifted a majestic Baroque altarpiece and a chandelier, as well as a painting of him and his whole family to the church.

Christen M. Hegelund ended up establishing a large family. He fathered no less than seven children including one son, Michel C., who became, just like his father, a merchant citizen of Bergen after studying in Copenhagen, Hamburg and Bergen. A second son, Christen C., studied in Copenhagen and went on to become parish priest of Avaldsnes in southern Norway. A third son, Anders C. (1665-1710), also studied in Denmark to become a priest, and officiated there for some time before returning to Norway to overtake the office of his brother, Christen C., in Avaldsnes.

Read more fascinating stories on our website:  
[www.houseofhegelund.com](http://www.houseofhegelund.com)

# CLOUDBERRY

## THE GOLDEN SECRET OF THE ARCTIC

The cloudberry is one of the rarest berries in the northern hemisphere, only to be found in the vast nordic countryside, especially in high altitudes. It is because it grows so high up, near the clouds, that it got the name cloudberry.

Text: Lyonel Perabo



Its golden color, powerful nutrients as well as its seclusive harvesting spots make it one of the best kept secrets of the arctic. Growing in areas close to the arctic circle, the cloudberry can only be harvested in a few countries of the world, like Norway. The harvesting season of the cloudberry is very short there and only lasts from July until September. Since every plant has just one stem, it will bring out one flower with one sole berry in the end.

Throughout the past centuries, cloudberry were used traditionally by sailors and fishermen to ward off scurvy – a severe disease caused by vitamin C deficiency. Because the northern hemisphere is scarce in fruit and vegetables of high vitamin C contents, the cloudberry's harvesting spots were a well-kept secret among local settlements.

Families, like the Hegelund family, kept secret spots to gather cloudberry to themselves as a tradition to get through the dark winter times. Cloudberry were gathered in summer to make long-lasting jams for special fruity winter dishes – especially during Christmas time. Two of the most beloved cloudberry recipes among Norwegians are whipped cream, called Multekrem and a flavorful cloudberry soup.

Here's how to make your own tasty Multekrem, rich in Vitamin C:

### Multekrem

For a tasty Multekrem you need the following ingredients:

- 350 ml Whipping cream
- 4 tbsp Sugar
- 1 tsp Vanilla Extract
- 100 grams Cloudberry Jam

Mix all ingredients gently together after whipping the cream and serve the cloudberry cream ice cold after refrigerating for a while. Vanilla cookies complete the nordic taste experience.

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The last owner of Kvitnes trading post; Hans Figenschou. Photo: UiT The Arctic University of Tromsø.

## THE PATRIARCHS OF KVITNES

**Northern Norway is a region poor in farming resources, but rich in marine ones. This defining characteristic has led to a low degree of self-sufficiency, but a great deal of import and export. From the 1600s and onwards, the northern part of Troms was a busy place for trade and business.**

Text: Håvard Bratrein

There was one trading post that stood out in terms of honouring a different and unique mentality however, the trading post Kvitnes on the island of Vanna (Vannøya) in the district of Karlsøy.

### The Kvitnes House

The Kvitnes trading post on Vannøya in the Arctic was established by Jeremias Figenschou towards the end of the 1600s. Kvitnes would become one of the most important farms in the district, in part because it was located on the sailing route to Bergen, Norway's main export harbor. The old house, which has been preserved to this day, was built in

1826 by a descendant of Jeremias, Hans Figenschou, and his wife, Martha Margrethe Hegelund, who both descended from old families of traders and civil servants. As such, they belonged to the economic and social upper class of the region. The old Kvitnes House served as a home for the descendants of Hans and Martha Margrethe for generations before being abandoned and moved. Today the Kvitnes House is located in a woodland called Folkeparken (the People's Park) southwest of Tromsø's city centre, and is part of the city's open air museum. It was built in 1826 and dismantled in 1966, and the purpose of this group of buildings is to give an insight into life at the many old North Norwegian trading

posts which were both economically and socially important. In addition they are important as they were exposed to influences from around the world.

**The Figeschou brothers**

The biggest commercial fishery took place in the wintertime in Lofoten and in the springtime in Finnmark, leaving people at sea for 2-3 months at a time. Essential for these trips were food and beverages, bed sheets and proper work clothes, fishing equipment, bait, barrels and so on. In this context, capital needed to sustain the long fishing seasons was a central issue, in addition to the credit needed for the families staying at home. Finally, extra capital was needed in case of a year

*Jeremias and Søren were 5th generation merchants at Kvitnes and worked hard to honour their family's business morals of taking good care of their customers.*

of bad harvest, either at sea or land, in addition to potential expenses should a shipwreck occur. How could necessary credit be brought about in a capital-poor region?

Up to the 1500s, the necessary capital for daily operations of the fisheries was provided by the Hansa merchants through their branch offices in Bergen. Later however, the local merchants of Bergen were themselves able to provide

the necessary capital, often of German origin. The distribution of this capital was organized by the local merchants in the north as credit to the fishermen. By the end of the 1800s the local merchants, also known as Petty Kings, had acquired sufficient capital themselves to provide the necessary credit to the fishermen.

While most of the richest petty kings in the area were left with a posthumous reputation attributing them both greed and flawed business morals, there is one family that left an exceptionally good one; the Figenschou brothers in Kvitnes, Jeremias and Søren, trading between 1879 and 1920. The brothers apparently were referred to as “father” and “guardian” by their customers and if we look closer at the historical material we have on the petty kings in the area, it soon becomes evident that they had a very different way of doing business from their colleagues. The brothers never took possession of their customers goods or properties and they owned no land except from the one they lived on, on which they housed 10-12 crofters.

In a private letter dated 1896 the brothers discuss how they thought giving people credit was unfortunate or even unwanted, and viewed it almost as unworthy charity for poor people. This means they limited their credit to people who were starving and did their best to instead create more jobs and financial stability in their community. The brothers



**Håvard Bratrein**  
Professor Emeritus in History



The garden. R.F., H.F., Hu and Erik. Photo taken in the summer of 1925.  
Photo: Perspektivet Museum

never participated in, or sought after any, political power as they placed more value on creating and maintaining a close relationship with their customers in order to build for the future.

**The business mentality**

Some of the old ideas about being a beneficiary to society might have survived through a couple of petty kings, like when Helberg gave away land to a school in Hansnes, or when Christian Figenschou partially financed a new church at Helgøy, despite not being a member. The evolution in trading is however to be regarded as a transition from a patriarchal system, with both beneficiary and elitist traits,

to a trade- and credit system built to maintain a system for expansion and maximising profits. Jeremias and Søren were 5th generation merchants at Kvitnes and worked hard to honour their family's business morals of taking good care of their customers. They left a considerable amount of money for their heirs, and at the time of closing their business in 1920, they decided in good Kvitnes spirit, to forgive all debt and had the financial records burned. The family of Kvitnes has left an impeccable impression on the small community through their commitment, creativity and assiduousness, keeping most of their credit in the community and hence being part of its survival.

*There was one trading post that stood out in terms of honouring a different and unique mentality however, the trading post Kvitnes on the island of Vanna (Vannøya) in the district of Karlsøy.*



“Gunhild”. Photo taken in the summer of 1925.  
Photo: Unknown. Photo: Perspektivet Museum



Women by the farmhouse at Kvitnes. “Anny, Petra, mother, Hagjerd and Mosse”. Photo taken summer of 1925.  
Photo: Perspektivet Museum



The Kvitnes farm at the turn of the last century. Photo: UII The Arctic University of Tromsø.

# THE KVITNES ESTATE

Trading post, Refugee Camp and Museum.

Text: Marianne A. Olsen

Just outside Tromsø one can find the town's open air folk museum. The complex was established by enthusiastic members of Troms Folk Museum Club, back in the early sixties, and it is now part of the Perspective Museum. The goal behind the museum was to showcase the traditional architecture and lifestyle of the northern coastal region. To achieve this, a lot of work went into marking, disassembling and re-erecting a number of buildings. One of these is the old Kvitnes Estate, originally from the island of Vannøya in North-Troms, where many from the Hegelund clan came to live. The house tells not only a story of wealth and international trade, but also of adaptability, war, and displacement.

In Norway, many became familiar with tales of North Norwegian trading centers through the works of Nobel Literature Prize winner Knut Hamsun, but such places also existed in real life, like at Kvitnes in Vannøya. The trading post was established by Jeremias Figenschou in 1685. The first building was apparently so small that, according to

family lore, he could touch the front and back wall when lying outstretched on the floor. Through his involvement with shipping and dealings with fishermen, Jeremias ended

*The house tells not only a story of wealth and international trade, but also of adaptability, war, and displacement.*

up amassing quite a bit of wealth. In the early 18th century, he and his family were therefore able to move into a much larger house, all the while several other buildings, a store, and even a wharf came into existence. The family's long-lasting good economic standing can be attested by the donations the family gave to the local church, as well as the expensive silverware, clothing, farm animals, furniture,



The Kvitnes farm is today part of a street-art project creating new stories with visitors, run by Perspektivet Museum. Photo: Mari Hildung.

boats, and buildings that they transferred from generation to generation.

The Figenschou family ruled over the Kvitnes estate for a total of six generations, and while it was generally the family's sons who took over their parents' business, it was at times the Figenschou women who held power. This was especially the case when the head of the family disappeared at sea, a tragedy that hit the family twice in the 18th century and led to their widows leading the clan. Besides trading and shipping, the family was involved in many other activities, and the estate was also used as a farm and a lodge. Kvitnes was a busy workplace that employed quite a few people: from the store clerks, the farmers, servants, to the family's foster-children, and soon the old building proved too small. A brand new house was built in 1826, and it is this house that now stands in the folk museum. While erecting this new building, various parts from the older house were reused, such as doors, beams and various decorative elements. In those times, even a well-off family could not afford to waste any building material!

With the coming of photography, the old life at the estate was finally captured on film and immortalized. The wealth of pictures taken there has since then come into the possession of the Perspective Museum which has published them



Summer at Kvitnes. Photo: Mari Hildung/Perspektivet Museum

online on the museum Flickr page. Towards the end of the 19th century, a number of factors led to the economic weakening of trading posts like Kvitnes in North Troms. In 1929, the family had to sell the estate, which then came into the possession of the Giæver family who had their base in Lyngseidet in Lyngen.



Marianne A. Olsen  
Director of Perspektivet  
Museum, historian and curator.

In the following years, it was mostly tenant farmers who made use of Kvitnes' old farmlands, but in the 1940s the house played an important role as housing for refugees. In 1944 the German army burned down most of the North Troms

*Besides trading and shipping, the family was involved in many other activities, and the estate was also used as a farm and a lodge.*

and Finnmark regions in an attempt to slow the Russian forces at the border, and tens of thousands of civilians were forcibly relocated. During this process, a number of inhabitants of the neighboring island of Arnøya were relocated to Kvitnes, which had been spared. For two years, they lived there, alongside the old tenants; the living conditions at the farm were very basic, but life went on, and people both died and were born there.

In the years following the end of the war, the living conditions in North Norway were far from ideal and there was a great need for building material. In 1952, some proposed to raze the farm and use its wood to erect new buildings in Lyngseidet. This plan was never executed thanks to the establishment of the Troms Folk Museum Club, which bought the house for 10,000 kroner (over 150,000 kroner today). However, the lack of a suitable plot of land to establish the museum slowed the project down and it took some 15 years for the club to be able to finally do something with the building. They ultimately were able to get help from the Norwegian Navy which took care of transporting the now disassembled house during a military exercise. The building was ultimately re-erected at the southern end of Tromsø Island a few years later and is now managed by the town's Perspective museum.

While the Museum will never be able to recreate a living and breathing North Norwegian trading post in this day and age, we can, with the help of volunteers, artists, and others, keep on telling the old stories of Kvitnes and who knows, even create brand new ones?



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Private photo from one of Erik's many trips. Here he is on top of Galdhøpiggen which is the highest mountain in Scandinavia and northern Europe. The mountain stands 2468,9 meters above sea level.

# We are passionate about creating ARCTIC MEMORIES

How House of Hegelund's new chairman is passionate about taking care of our traditions while innovating for the future.

Text: Cathrine Hasselberg

On a crisp autumn day in downtown Oslo, Norway, chairman of House of Hegelund, Erik Rosen, has just finished arguing a case in court, before speaking to me about his keen interest in Arctic food production. Quite the leap of interest for most of us, but Erik appears to feel quite comfortable as he enthusiastically teaches me how the natural production and handling of foods affects the quality and taste. "You know, the best cloudberry in the world come from the Arctic", he smiles.

"They take a long time to cultivate, they get plenty of sunshine, but not too much, and the temperatures are fairly low throughout the season so they grow slowly. Well", he laughs, "at the very least they're the best in Scandinavia!"

Erik is the kind of person you trust about this. He's had a lifelong love affair with nature. He's skied from Oslo to Bergen, across the arctic flatlands of Finnmarksvidda, and claims to have spent more than a year sleeping in tents. He radiates joy when talking about locally sourced herbs and berries from the Arctic, and he'll easily admit to these food products being one of the biggest reasons he said yes to being chairman.

"You know, when CEO Frode Klingenberg asked me to be chairman, I just thought 'I have enough to do already!', but then I just couldn't resist. I think this is so cool! I love cooking, and just this last week I actually used House of Hegelund's products several times to cook for my family!"

With an impressive CV covering law school, MSc in economics and administration and certification study in financial analysis, it's not surprising that Erik appears comfortable balancing active contributions to more than ten different boards, with being partner in a law firm all the while raising five children. Erik seems to enjoy life the most when he has a lot going on, and if someone calls him while he's busy, he'll still squeeze in five minutes to talk.

"But I am quite lazy" he insists, "I always try to find solutions to reduce work efforts and focus on what adds true

value. At the same time I am quite good at delegating and not create more work for myself than I have to".

## House of Hegelund

What Erik might call laziness, others might term perseverance and commitment, qualities that may be some of the reasons why he's such a good fit for House of Hegelund. With a vision to deliver high quality products and experiences based on local traditions, the family company has truly found a chairman who matches their commitment to competence and innovation in Arctic food products and experiences.

**Combining their heritage with innovation has been a family tradition for centuries, and the company is eager to keep innovating, both when it comes to food and experiences.**

"We want to be innovative!" Erik exclaims as he talks me through how the company has put serious research into re-discovering how the Vikings produced flake salt some 1000 years ago. At the same time, the company is also re-reading recipes written down by the first Hegelunds who arrived in the Arctic in the mid 1600s. Combining their heritage with innovation has been a family tradition for centuries, and the company is eager to keep innovating, both when it comes to food and experiences.

– You want to create different experiences in the Arctic areas?

"Yes, we can see that happening. We have started with the food already, but we also want to build other types of experiences around it."

One of these experiences is taking guests out for Arctic visits to lodges, whale safaris, and to see the midnight sun. Additionally they've already begun working closely with



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professional chefs who are eager to take the local food they produce and create brilliant new menus.

“What we want to offer is great food, drinks and experiences that are all based on the family’s proud local traditions” Erik adds, “we want people to trust our products”. And if, after a trip to the Arctic, you find that you are missing the taste of cloudberry, flake salt, blueberry, lingonberry or other locally grown produce, the Hegelunds have already set up a webstore which delivers through DHL to the whole world.

“Our team has worked so hard on this, and it’s really efficient. If you place your order this morning in the US, you run the risk of having your products delivered the next evening, straight to your doorstep! To Europe even faster”.

**The sustainable approach**

In addition to aiming for high quality in both their food products and experiences, the Hegelunds are also committed to being a sustainable business that’s always looking out for local needs and wants. This involves creating jobs for the local population, and finding methods for harvesting more than the 2% of cloudberry that is being harvested today. Erik is so passionate when talking about how important it is to take care of nature, that it almost slips my attention that he is actually saying is that the Hegelunds don’t actually



Erik enjoying an Arctic meal. Modern food in an antique setting.

have patches of land or fields where they grow their crops. – But where do you grow the cloudberry for example? I ask. Erik looks at me with bewilderment, realizing he hasn’t let me in on their biggest secret yet; that they don’t actually have fields for growing berries or spice. It turns out that House of Hegelund harvests produce the most sustainable way possible; by harvesting directly from the forests, mountains and seas in the Arctic. “There’s no use of fertilizers or anything, we pick herbs and berries straight from nature. And that nature is one of the cleanest in the world!”

We laugh at the realization that this is something so obvious for House of Hegelund that they don’t even think to mention it. “It all comes straight from nature! Mother nature! Perhaps this is something we should talk more about?”

Foto: KNUIT STOKMO



Foto: MARI HILDUNG



AMONG MANY REALITIES

Foto: ERLEND BERGE



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[perspektivet.no](http://perspektivet.no)

# THE NORTHERN LIGHTS

## - MYTHS & FACTS

**There is no denying that the Aurora Borealis has fascinated onlookers for centuries, if not millennia. In these olden times, people interpreted this phenomenon in various ways, often steeped in myth and legend.**

Text: Lyonel Perabo

Several hundreds of thousands of visitors travel each year to the frozen lands of the Arctic in order to spot the one and only aurora borealis, the dancing winter light which shimmers in the darkened nights. While this tourist phenomenon is a recent thing, mankind has always been fascinated by the mysterious northern lights and has associated it with numerous events throughout history.

While the earliest descriptions of the aurora come from China, where it was described as a heavenly dragon, the first scientific commentaries on the phenomenon come from ancient Greece and Rome. There, they were called “chasms,” “torches” and “trenches” and thought to be created by condensed air catching fire. But while the scholars crafted theories around the northern lights, the populace already had their own idea about it.

During the Antiquity, many accounts of the auroras describe them as taking the shape of military spears, or regiments of soldiers, marching through the skies. Due to the aurora’s red color, they were also associated with blood and death.

Because of all of this, people often viewed the aurora as a bad omen which would announce death and tragedy. This interpretation continued well into the Middle Ages where auroras were often sighted in connection with violent battles and military defeats.

On the other hand, the northern lights were sometimes seen as benevolent forces. Some Russian history books from the Middle Ages described the aurora as being angels who came to help the Russian people. One famous account states that these aurora angels appeared on the side of Alexander Nevski when he beat the Teutonic warriors at the famous battle of the ice in 1242. In Scotland, it was traditional to call the supernatural northern lights spirits “merry dancers” because of their quick movements, and in Latvia, the aurora was said to be the spirits of ancestors quarreling with the spirits of the air.

Folkloric interpretations of the northern lights continued all the way to the 20th century, where, in Northern Norway, parents told their kids to be quiet under the aurora, or else



Photo: Tobias Bjørkli



Photo by Vidar Nordli-Mathisen, Unsplash



Photo: David Gonzalez

it would come down to earth and make them disappear ! However, the work of modern scientists, most of whom Scandinavians, has changed our understanding of the phenomenon. Maybe most notable of all was the Norwegian scholar Kristian Birkeland who, after researching the aurora for a long time in Arctic Norway, was able to prove that they were created by solar particles interacting with their earthly counterparts in the atmosphere.

While there is still a lot of scientific research going on about the northern lights, new stories about encountering the aurora are still being written today. The numerous voyagers who get the chance to travel to the far north must surely see something more than mere particles crashing in the atmosphere, as many remember the very first time they see the aurora borealis, as a unique spellbinding moment, never to be forgotten.

# Arctic Food Innovation



Photo: Boye Strøm/  
Perspektivet Museum

For the Hegelunds, innovation is something that runs in the family. Ever since the first Hegelund arrived in Norway, the family has adapted and refined both their own traditions and the culture they came into. Therefore it's only natural that their next step is to work with chefs, consumers and scientists to innovate new foods for the future.

Text: Cathrine Hasselberg

## Old mentality – modern methods



Photo: A. Buchanan, Unsplash

As soon as the first Hegelund, Morten, arrived in the Arctic, he started experimenting with food. Hailing from an educated family in Denmark, he was used to preparing his food not only for survival, but also for a culinary experience, and started adapting and innovating his old recipes to fit the new ingredients from the north. Today, the direct descendant of this man, Frode Klingenberg, has had the same thoughts and ideas, only this time he is able to take advantage of how far food science has come in developing possibilities for preservation and innovation.



### New world, new demands

Rushing in from different meetings, I sit down with CEO Frode Klingenberg and Chairman Erik Rosen to try and understand this next step they're planning. While Erik has comprehensive knowledge about life sciences, Frode has the gene of innovation and starts our meeting with telling me that one of the new goals for House of Hegelund is to become part of the food



**"It's at the intersection between science, consumer demands and arctic ingredients that food innovation will find its place, designing new ways to eat, present and produce food."**



Photo: L. Anderson, Unsplash

innovation industry. As the global demand for food is increasing, new technologies to design sustainable and healthy food is under development, and arctic food should be included in this innovative business, they explain. It's at the intersection between science, consumer demands and arctic ingredients that food innovation will find its place, they continue, designing new ways to eat, present and produce food. The Arctic is a region overflowing with it both on land and at sea, and with Norway being responsible for about 54%



Photo: Chokniti Khongchum, Pexels

**"We want to look at how we can invent new combinations of ingredients, and the way to do this is to start with the customer."**

of the global production of Atlantic salmon at the same time only 2% of the cloudberries in the Arctic is harvested, there is plenty of room for innovation. "We want to look

**"The Arctic is such a respected brand in the world, we should be able to bring this to a finish in our own region"**

at how we can invent new combinations of food", Erik says, "and the way to do this is to start with the consumer's preferences".

And what has become apparent is that the consumer today is first and foremost interested in quality, the convenience of doorstep delivery and sustainable production. This is why House of Hegelund has set up a web shop where anyone can order their products and have them delivered within a few days, and why they work with scientists to reduce food waste in the production of both fish and berries. "From a sustainability point of view it's better for everyone if we can use more plant-based ingredients and reduce waste when processing fish and animals", Erik tells me as he explains how House of Hegelund is engaged in R&D to accomplish such goals. "The combination of arctic ingredients, local production and innovation will satisfy the most demanding consumers; those who won't compromise the quality of the food and who are also dedicated to taking care of our planet."

### Arctic food

Growing up in the north of Norway, Frode has in many ways always had something to do with the fishing and aquaculture business. And as Norway exports more than 2.7 million tons of seafood every year, Frode soon began to wonder why they didn't refine more of the fish in the region where it was actually harvested, why couldn't they keep the jobs, and at the same time potentially improve the quality? "The Arctic is such a respected brand in the world, we should be able to bring this to a finish in our own region", he tells me, "so something we're really passionate about is creating more jobs in the area and work with both scientists and other companies to make sure the region can reach its full potential!" Cooperation is an important part of this step for House of Hegelund, and they hope to be able to work together with other companies already involved in the region to give not only the local food industry, but also

**"We want to be known for quality, and we want to be around for a long time"**

the tourist industry, a mutual lift. "For us, arctic food is part of the palette of adventures we want to make available to travelers visiting our region", he explains.

Within the next few years, House of Hegelund will strive to become part of a market that works to innovate food production by lifting ingredients up the food chain, helping the environment and producing more nutritious food at

the same time. In addition to the fish however, the Arctic region is also full of other natural resources, like nutritious berries and seaweed that can be harvested and prepared in new combinations to create new dishes. “We want to be known for quality, and we want to be around for a long time”, Erik tells me as he explains how they want to work with local chefs to develop distinct arctic products and tastes.

**Future plans**

The chefs, he tells me, are the link between the ingredients and the culinary experiences, and plans for the future include food-tasting sessions with both consumers and chefs.

No matter the new inventions however, the main goal of this endeavor is to produce healthy food in a sustainable manner that can adapt to the new habits and demands of a



House of Hegelund's food innovation processes are led by Frode Klingenberg (left) and Erik Rosen (right).

changing food industry. “In ten years the arctic kitchen is going to be recognized across the world”, Frode tells me, “and House of Hegelund will be the go-to company for quality ingredients and consumer-adapted food.”

# GRAVLAX

## THE ARCTIC ORIGINS OF A LEGENDARY DISH

**Gravlax is one of the few world-famous Scandinavian dishes out there, and while many know that it is basically prepared with salmon and herbs, few know its ancient, Arctic history.**

Text: Lyonel Perabo



The origin of gravlax can be traced all the way back to 14th-century North-Sweden. In the Middle-Ages, salt was expensive and most foods had to be preserved using alternative methods. In North-Sweden, peasants and fishermen developed a unique technique called gravlax (“buried salmon” hence the name gravlax): The filleted salmon was placed in a hole in the earth, covered with birch bark and laid in a bath of water, the fish’s own blood and various spices and herbs. The result was a rather strong-smelling product that would be closer to today’s infamous surströmming (fermented herring) than the gravlax that is eaten nowadays.

Over time, gravlax-making techniques evolved, and the introduction of salt and dill, among other things, lead to the development of a much gentler dish. In Arctic Norway, North-Sweden’s nearest neighbour, it soon became custom-

ary to make use of a curing blend made of salt, pepper, honey, local spirits and, of course, dill to soften and ripen the fish in a uniquely delectable way.

After about 72 hours of curing, the gravlax is generally ready to be served. However, in many North-Norwegian households, no gravlax dish would be served without a proper mustard sauce crafted from traditional mustard powder, oil, flour and extra dill. This somewhat more modern local variation on traditional gravlax was particularly popular among coastal communities such as Karlsøy, where it has been enjoyed by generations of Hegelunds for close to four centuries.

Read more fascinating stories on our website:  
[www.houseofhegelund.com](http://www.houseofhegelund.com)

# Arctic Food Innovation



# Welcome to our HOMESTEADS

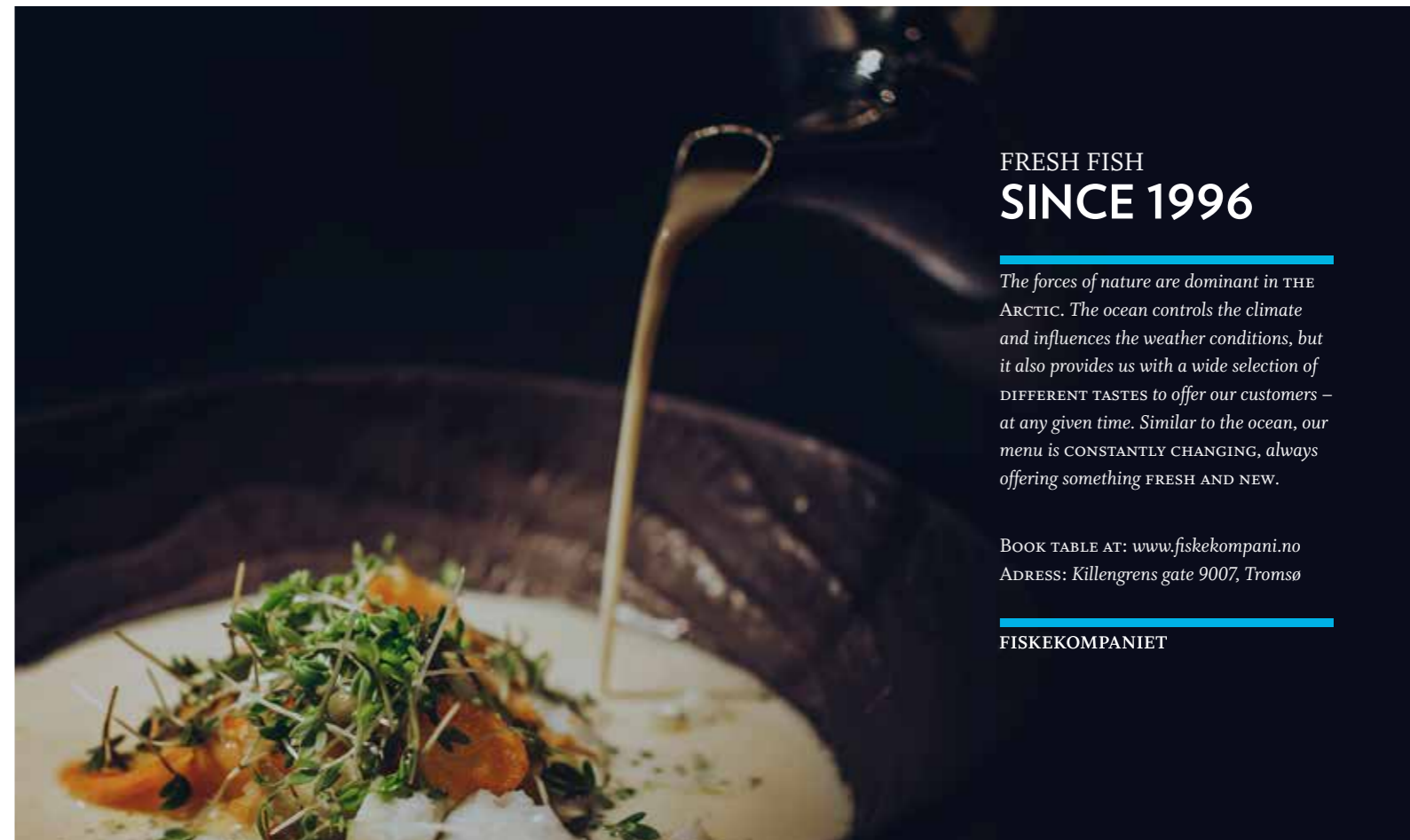
The countryside just outside of Tromsø is a land of amazing opportunities and unique activities. Discover what our local Arctic nature has to offer through the lens of House of Hegelund.

Text: Lyonel Perabo

## Our proud history

When the first Hegelunds settled in the archipelago of North Norway, they did so as true pioneers. Back then, Tromsø did not even exist (it would be established much later, in 1794), and the island population was spread far and wide across the fjords, straits and sounds. Life could be tough in these pre-industrial times when you were a single family, isolated on a small isle, several hundred kilometers north of the Polar Circle. Nevertheless, the Hegelund clan endured, labored,

and even thrived. Forming alliances with other prominent local families like the Figenschou, they traded with both Russia and South Norway and progressively spread all across the archipelago, establishing various farms and homely estates. There, they developed their own traditions where hunting, fishing, sailing, as well as innovative food-making stood central. Almost four centuries later, these traditions and histories are still as lively as ever, and can now be experienced by anyone bold enough to visit these Arctic shores.



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FISKEKOMPANIET



### Halibut Fishing

One major reason the Hegelund family settled along the cold coast of Karlsøy in North Tromsø region was the access to fish. Cod, pollock, salmon, monkfish, and especially halibut, all abound in the region. In the Hegelund family, tips and secrets about halibut fishing have been ceremoniously passed down from generation to generation. As a result, when it comes to local expertise about catching halibut, the Hegelunds have always been a reference. Everything from selecting the best types of bait to knowing the best fishing spots, among



much else, is common knowledge in the family.

While the average halibut weighs “only” 30 to 60 kilos, the largest one ever caught in the family was a massive 220 kilo heavyweight, which required much effort to reel in. Yet, even in normal situations, halibut fishing is a demanding and exciting activity. Between the time the halibut bites and the moment it has finally been wrestled up to the boat, 20 to 40 minutes might very well have passed. We can guarantee that you will remember this endorphin-rich adventure for life!

### The Magnificent Northern Lights

Way up north, the countryside of North Troms is in many ways the perfect locale to experience the magnificent Aurora Borealis. Far from the city, the surroundings are mostly free of disturbing artificial-lights that often make it hard to spot the elusive lights. Thanks to this key factor, this area is considered one of the best in the whole country to get a glimpse

**"This area is considered one of the best in the whole country to get a glimpse of the Northern Lights".**

of the Northern Lights. A visit to the homelands of House of Hegelund in the middle of the Polar Night, when the sky turns ink black by 3 PM, is an authentic experience with our untouched Arctic nature.

### Grouse hunting

The Hegelund family has been hunting grouse (*lagopus lagopus*) and willow ptarmigan (*logopus muta*) for several hundred years in what might very well be the best location for chasing these often elusive birds. In older times, this particular type of hunt was a crucial element of the family's subsistence activities, especially in the autumn. The yet unmatched record for the highest number of grouses caught in a single day by a member of the Hegelund family, is 82. Nowadays, grouse hunting has turned into a more sport-oriented activity as well as a great opportunity to experience the wild nature. Those who get the chance to join such a

hunt often make memories that last a lifetime. Images of the autumn skies merging with the Atlantic ocean, together with the recollection of the excitement felt when first spotting the grouse, represent a wholly unique new type of adventure.

### Alpine touring in the Lyngen Mountains

Just south of the North Troms archipelago lies a massive and breathtaking mountain range: The Lyngen Alps. With numerous glacier-covered valleys and dozens of peaks rising from the deep blue fjords to between 1400 and 1800 meters, this unique mountain landscape is considered one of the most beautiful areas in the entire country. While in the olden days locals mostly went out on skis and crossed these peaks to go from farm to farm and village to village, the mountains are nowadays the home of a much more athletic breed of skiers. After all, what could be more tempting than taking your randonnée skis with you on a 30-minute boat tour to the mountains to enjoy a skiing experience incomparable to any other ski destination in the world? In this skier paradise, visitors from all over the world now spend their time completing anything from easy half-day trips to 11+ hour expedition-style treks that end right by the fjord's cold shores. Even for the most casual of onlookers, it is hard not to fall in love with these mighty alps.

### Whale Watching

The arctic coast of North Troms has been permanently inhabited since the end of the latest Ice Age, some 10,000 years ago. While humans soon settled the coast of Norway all the way up here, the first inhabitants of this beautiful archipelago



Photo: David Gonzalez

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Photo: David Gonzalez

were actually not humans, but sea mammals, such as seals, and most importantly, whales. In the old days, whales were an important economic resource and their oil, as well as their meat, was crucial for the survival of the local population. Nowadays, not much hunting is taking place anymore, and

**"The first inhabitants of this beautiful archipelago were actually not humans".**

the waters of the archipelago can be seen teaming with Orcas almost every single winter day. These days, both locals and international travelers can often be seen sailing boats through the fjords to get a sight of these majestic beings. In some very special occasions, the Orcas are joined by the much larger Humpback whales, who swim all the way from the Caribbean to feed on a local specialty of note: fresh herring!

## The Midnight Sun

After surviving the cold, harsh winter, nothing entices North Troms locals more than the thought of the long-awaited Midnight Sun, which can be experienced from May to July. Over the years, many families developed their own little rituals and traditions surrounding this beloved time of the year. At the Hegelund family home, it was common to sail to one of the countless remote islands in Karlsøy to enjoy a snack of a locally-brewed Mack beer and a seagull egg while admiring the bright summer sky. If someone was lucky, they could also maybe spot some magnificent white-tailed eagles, which are exceptionally numerous in the region.

Nowadays, gazing at the triumphant Midnight Sun illuminating the ocean in the middle of the night from atop a rugged mountain landscape is still a beloved tradition that has even spread from the locals to international visitors.



# Arctic culinary INSPIRATION



HOUSE of HEGELUND  
Arctic family traditions since 1635

## We invited:



Photo: Kjell Ove Størvik  
**Name:** André Larsen  
**Age:** 34  
**Occupation:** Chef at Nitty Gritty

- Distinctions:**
- 4th at the Norwegian championship of culinary arts 2018
  - Winner of "Landsbykokk" (Villagechef) 2017
  - 2nd as "Årests grønne kokk" (Green chef of the year) 2017
  - Seafood chef of the year 2016
  - 3rd in Arctic chef 2016
  - 2nd in Arctic chef 2015



Photo: Magymedia  
Chef Roy Egil Johansen from Harstad assisted André at the event.

If there is one thing everyone involved with House of Hegelund can agree on, it is the importance of using fresh ingredients and produce quality products – both in terms of food and experiences. In order to keep this focus at the forefront, we set sail to find a chef who shares this passion, and who would be interested in exploring and innovating new dishes with the use of old House of Hegelund recipes. Dear reader, meet André Larsen.

### Michelin-restaurants

As André is serving his innovative dishes to a group of hungry Hegelunds, we wouldn't be wrong to think this was all from out of this world. Some of the food looks like nothing we've seen before, but perhaps we should have expected this as André's resume includes working as a sous-chef at the Thon hotel Lofoten in Svolvær and Fiskekompaniet in Tromsø, before taking on the challenge as managing chef in the newly opened restaurant Nitty Gritty. In addition to this, André has work experience from two Michelin star restaurants, namely Geranium in Copenhagen and Statholdegården in Oslo. "It has been incredibly inspiring and I am so proud to have been part of such knowledgeable and talented environments", André says as we dive into the cured and smoked salmon, but, "I am still eager to learn more and keep improving myself professionally, both in gastronomic competitions and with food otherwise".

And no doubt he will. With a passion for sharing his love for food with a wider audience, you can find André on instagram sharing some of his recipes and creations from the fresh northern vegetables and herbs. It might look difficult, but André keeps insisting we could all make the dishes he is making in our very own kitchens, "maybe invite some friends over and try to make it together?".

### Locally sourced food

One of the principal things to remember when preparing food is to use high quality ingredients only. André tells me he is very particular with where he gets his ingredients, and what's almost the most important thing about them is that they are locally sourced. In addition, he explains, the meat he uses needs to come from farms where animal welfare is a top priority. "Meat from animals who have lived a good life just tastes better", he explains.

Hailing from a small island community with about one hundred inhabitants just outside of Bodø named Helligvær, André has grown up in a paradise of locally-sourced produce. The people in Helligvær generally enjoy life close to nature, and with full access to naturally-produced fish and vegetables, it's easy to see where André's commitment to fresh produce comes from. From the time when he was just a little kid, André tells me he would help his family prepare all common meals in the kitchen and, as such, has firsthand knowledge about the northern Norwegian cooking traditions. He likes to take this tradition, he tells me, and mix it up with new herbs and wild plants, creating new dishes based on the traditional ones. Currently involved with the Norwegian Botanical Association, André is in the process of teaching himself more about new products to harvest directly



### Smoked Norwegian wild salmon

Cured and lightly smoked wild salmon rolled in burnt dill and truffle tar.  
Cucumber and horseradish granité.  
Apple tapioca.  
Fluid gel from pickle brine.  
Apple purée.  
The sauce consists of cream with pickle brine and horseradish juice, mixed with dill oil before serving. To top it all of the dish has been sprinkled with the locally grown herb sea sandwort.

from nature, and finds that especially the "spanish chervil is a superb example of locally sourced herbs from Tromsø that is excellent to use when preparing grouse!".

### Tradition and innovation

One of the reasons Arctic food has such a characteristic taste to it, is due to the different traditions for preservation. Following ancient practices, locals use different techniques to dry, pickle and ferment their produce, keeping it edible throughout the long winters. These traditions are still very much alive due to the great variation in taste they provide,

but also due to new generations innovating with old recipes. "Take the salmon dish we prepared for House of Hegelund for example, our innovation lies in both smoking and curing it!" André explains, echoing the vision of House of Hegelund. But in addition to this, he says, we want to take these innovations and present them to the world, "I think what House of Hegelund and I share is the vision to make the Arctic kitchen known throughout the world, and I am looking forward to making that happen."

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Aksel Sandemose

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*Pineapple weed is a wild herb commonly known across the Arctic. The weed has a distinct pineapple aroma both fresh and dried.*

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Photo: Maritus Fiskum



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HOUSE of HEGELUND®  
Arctic family traditions since 1635

# Arctic collaboration

The works of the Norwegian artist Mia Gjerdrum Helgesen are strongly influenced by an old traditional woodcarving technique developed in Norway by noted innovator Edvard Munch. This fall she will be teaming up with House of Hegelund to produce quality paintings for prints and design for different textiles.

Text: Cathrine Hasselberg

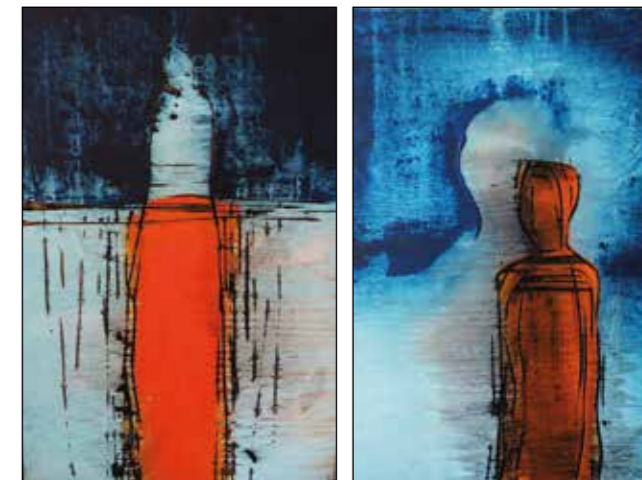


As soon as Mia Gjerdrum Helgesen picks me up from the local train station, she begins to tell me stories. She tells me how the forest surrounding us as we drive to her studio is hiding an old psychiatric hospital (Dikemark), how there used to be English gardens surrounding it and that the psychiatric patients were allowed to eat with silverware. She points out the beauty of the turquoise bathhouse by the lake, how the old buildings surrounding us are almost falling apart, and she tells me how the doctors who used to work in the hospital used to hand out art equipment to the patients. As we enter her three-room studio filled with paintings, woodcuts, marble statues and other artworks in progress, she comments how “it all looks kind of worn down, but I mean, I think that’s a good fit for me!”, but all I can think about is how much of her art there is in this studio, how it surrounds me and makes me think and feel and want to act.

“What is this?!” I ask as I’m about to touch some of her paintings. There are five of them, lying on a desk, shining their bright colors towards me. “Is this the Northern lights? Are they all finished? Or, when will they be?” I keep talking to myself without letting Mia answer. “I’m sorry, we can get back to this later”, I cut through my own ramblings, “I guess we should start with the beginning?”

## The beginning

Ever since Mia was a kid she’s been drawing in her notebooks, on paper and canvases. She’s always felt the need to express herself visually. As this need to create kept with her as she grew older, Mia decided to study Art Direction before taking on work in the commercial industry. Despite working with well-known clients and companies, after a couple of years she felt the need to continue developing her art and was soon accepted to the Academy of Art University in San Francisco. Mia stayed there for one year, before returning home again to major in visual arts from the Norwegian National Academy of Craft and Art Industry (SHKS) in 2000. It was during these years however, that her mother passed away, leaving Mia feeling lost at a relatively young age. Since then, Mia’s mother, and motherhood in general, has taken up quite a lot of space in her art. She has made several paintings which explore the theme of motherhood, and in 2013 Mia also co-authored the book “Dear mother”. She describes the following years as “a challenging time in life”, and left her homeland again to travel the world with her husband, in search of a new direction. “I guess it’s sort of a cliché”, she tells me as she shows me one colorful painting after another, “but I never chose this job, this job chose me.”



Relief wood paintings inspired by the northern lights and the cold winters, here with a human silhouette.

## The woodcutter

Mia’s first experience with art was seeing the works of Edvard Munch in a museum in Oslo, Norway, with her family. The painter most famous for depicting feelings of anxiety in the “Scream”, seemingly spoke to her as she claims to still remember the colours and intensity of the paintings. One of the first art critics to write about Mia actually called her a ‘glowing version of the darker Edvard Munch’, something she took as a huge compliment. At the same time she felt a humble need to distance herself from the comparison. “You know,” Mia looks at me while showing me some of her woodcarving works, “it’s actually very interesting how this was [Edvard] Munch’s technique. He was the one to start making woodcuts in Norway.”

And moving around in Mia’s art studio talking about paintings, wood, feelings and motherhood, it’s actually not very hard to imagine how some 100 years ago Edvard Munch might have found himself in a similar setting, carving his feelings, ideas and thoughts into wood in his own studio. While Munch is known for his simplified style and development of the woodcarving



Mia spends hours carving the wood relief paintings inspired by the woodcut print tradition.



Mia is producing original black and white woodcut prints of the amazing northern lights. These will be available at [www.Houseofheglund.com](http://www.Houseofheglund.com) in early 2020.



Mia's handmade wood relief paintings are inspired by the fantastic northern light and are created for the House of Heglund special edition of printed art post-cards available in the web shop of [www.houseofheglund.com](http://www.houseofheglund.com).

method, what Mia is working on is something she has decided to call relief-paintings. Relief-paintings are her own innovation and are created through hours of carving and painting on wood, resulting in an original painting. This is her way of honoring the old tradition, she tells me, developing it further and introducing it to a new audience. Her curly blonde hair and blue eyes smile as she shows me some of her paintings; her beautiful simple lines, strokes and colours really touch something inside me, at the same time I am fascinated by how physical they appear with their layers upon layers of paint and cuts. "I really enjoy working like this", she tells me, "I love physical work. The more challenging, the better."

#### The now

Ever since making her debut in New York in 2006, Mia has been an artistic force to be reckoned with. Her resume includes both solo and collective exhibitions in places like New York, LA and Copenhagen, and you can find her work in different galleries all over Norway. She often keeps her studio open to the audience, and appears to enjoy connecting with them on several levels. She tells me that sometimes, her audience can come in to her studio and flat out cry because they feel so moved by her paintings, and while others might feel that that could be a little too much, Mia says she thinks it makes all the hard work worth it.

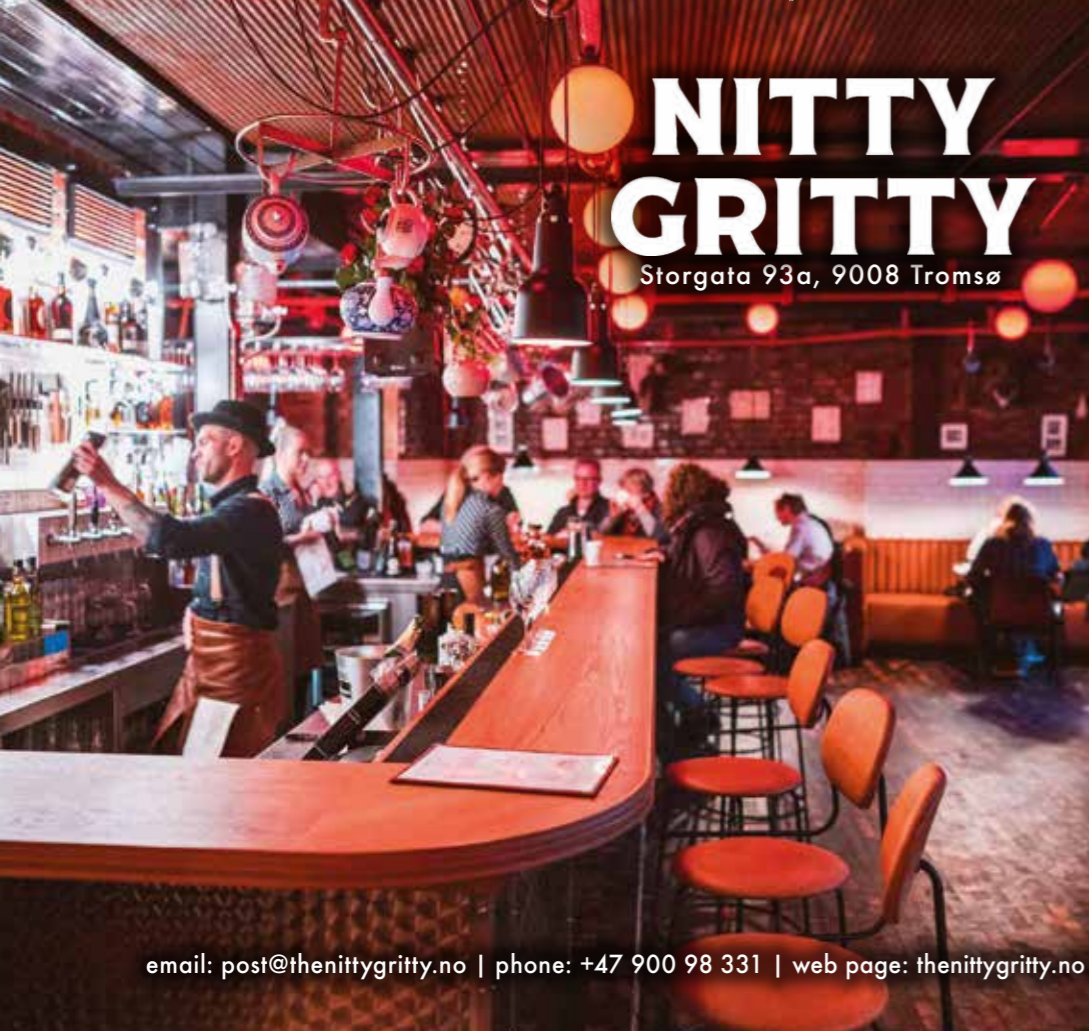
I go back to the paintings I noticed in the beginning of this interview, the five small ones filled with colours and lights. "Is this a new direction for you?" I ask, picking them up to inspect even closer. "I have been working on a small series where I paint the northern lights," Mia explains as she shows me even more paintings than the

five I originally saw. Her newest project is heavily inspired by nature as she collects her own wood in the forest to make wooden sculptures in addition to relief-paintings of the Northern lights. "It's so grand. Both the lights and the colours up there, it's so easy to feel inspired," she tells me about her Arctic collaboration with House of Heglund. This collaboration will be the first time Mia's work will be made available in a commercial setting, something she is very proud of. "Both House of Heglund and I are very interested in tradition and innovation. We appreciate that's its a handicraft, something actually made with my hands, and that it's innovation in a traditional way."



Photo: Mona Nordøy

Info: Mia Gjerdrum Helgesen (b. 1971) Asker, Norway  
<http://www.artmia.no/>  
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# THE ARCTIC SALMON WAR

Unbeknownst to most, the powerful kingdoms of Sweden and Denmark-Norway once went to war with each other over the local salmon-trading rights of North Norway. Here is the story of this most singular conflict.

Text: Lyonel Perabo

Nowadays the Arctic regions of Scandinavia are generally thought to be among the most peaceful territories in the world, but few realize that it hasn't always been so. Indeed, some four centuries ago, the kingdoms of united Denmark-Norway and Sweden went to war with each other on the grounds of... local salmon trading rights!

In the 16th and 17th centuries, Norwegian salmon-production began to rise and slowly became an established trade good, exported mostly to Germany. At the same time, the Swedish crown strengthened its administration in the fish-rich north. On the Arctic coast of Finnmark, which was then claimed by both Norway, Sweden and Russia, the export of salted, fermented (rakfisk) and dried salmon (rekling) was also becoming more economically-significant. In order to secure this precious resource, kingdoms would end up going to war.

The Swedish king Carl IX started the hostilities in 1590. After assaulting Northern-Russia, he was able to negotiate a treaty and buy the Tsar's trading rights with Finnmark. In 1599 and fearing the possibility of a Swedish invasion there, the Dano-Norwegian King Christian IV prepared and lead a powerful armada in order to assert his control over the area and its precious fishing waters.



Karl IX of Sweden  
Photo: Wikimedia commons



Christian IV of Denmark.  
Photo: Wikimedia commons

Unfortunately for King Christian, this show of force was far from enough to silence his Swedish counterpart and in 1611, war broke out between the two kingdoms. While most of the fighting took place far away from the salmon-rich waters of Arctic Norway, both monarchs sent envoys and soldiers to North-Norway to establish effective territorial control. For four years, the Swedish forces kept a garrison by one of Norway's best salmon-fishing waterways, the Alta river, located just some 100 kilometers east of Karlsøy.

Ultimately, though, the Swedes always remained few in number, because they had to cross the mountainous and desolate Lapland



Photo: Shutterstock

fell to move men and supplies to the coast of Finnmark. Their Dano-Norwegian adversaries, on the contrary, made use of the Norwegian sea route to send a great many ships, all loaded with more soldiers and precious trading goods than the Swedes could afford to bring themselves. In the end, that war ended with not only the defeat, and expulsion, of all Swedish soldiers from Finnmark but also, much further south, by the death (of natural causes) of the Swedish king himself.

Following this victory, King Christian became even more engaged with the Arctic section of his kingdom. In the following years, fisheries, and especially salmon-fisheries, became even more of an asset in a North-Norway that had been definitively taken back from the reach of the Swedish crown. It is in this dynamic, somewhat hopeful time, that a couple of adventurous and industrious Danes would end up traveling up North to see for themselves what this prized land of salmon and midnight sun really was like. This would mark the dawn of the Hegelunds of Karlsøy area.



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# Arctic culinary RECIPES



## FLATBREAD

### Ingredients

300 g Barley flour  
700 g Whole wheat flour  
6-7 dl Warm water  
1 tbsp Salt  
Extra wheat and rye flour (for kneading)

### Instructions

Mix all the ingredients, either by hand or with a wooden spoon. Cover the bowl and let it sit overnight. Transfer to a clean and well-floured surface before adding even more flour to the top of the dough.

Fold the dough a couple of times until it gets thicker. Cut the dough into pieces roughly the size of your palm and flatten it with a rolling pin. Sprinkle the dough with a little bit of rye flour in the process. Carefully put the flattened dough on a baking tray and bake at 200 degrees Celsius for a few minutes. When the dough has become visibly crispy, take the flatbread out and turn it over to the other side and bake again for a couple of minutes. Let the bread cool off for a few minutes before serving.

### Typical serving suggestions:

Flatbread goes well with most sweet and savory dishes found in North-Norwegian cuisine.

## NORWEGIAN SMOKED SALMON WRAPS 4 portions

### Ingredients:

4 lefse  
8 tbsp cream cheese, for example Philadelphia or Snøfrisk.  
8 slices smoked salmon  
2 tbsp chives or dill  
50 gram ruccola salad

### Directions:

Lay the lefse flat and spread with a good layer of cream cheese and evenly distribute the smoked salmon, chives or dill and ruccola. Roll the lefse to form a log and cut into slices. You can make the smoked salmon wraps a couple of hours before the guests arrive. Simply wrap them in plastic, put in the refrigerator and cut into slices before serving.



## MINI KRUMKAKE WITH LINGONBERRY MOUSSE

### KRUMKAKE

125 g butter  
2 eggs  
70 g flour  
60 g potato flour  
0,3 dl sour cream  
125 g sugar

Melt the butter and let cool. Whisk eggs and cream to make everything froth and mix with butter. Pour in the flour and water and let sit for at least one hour. Place a teaspoon of batter on a preheated iron, and press together. Cook until brown, about 30 seconds per side. Remove from the iron and quickly roll up around a stick or around a cone before they harden.

### LINGONBERRY MOUSSE

400 g lingonberries (preferably fresh from the forest)  
6 egg whites  
200 g sugar

Combine all the ingredients in a clean and dry stand-mixer bowl. Beat (using the whisk attachment) at maximum speed for at least 5 minutes or until hard peaks form. Using a piping bag, fill the krumkakes and sprinkle with cornflower petals or other decorations.





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## LINGONBERRY

# THE SCARLET ARCTIC TREASURE

**The lingonberry is a surprisingly versatile and tasty treat that has serviced Arctic gourmets since time immemorial.**

**L**ingonberry is a widely-popular red berry which is found all over Europe, from France to Siberia, as well as in North-America, especially in Canada and Alaska. In the old world, it is most popular in the Baltic and Nordic countries where the berry has many uses. In Sweden and Norway, it is amongst the most consumed berries of all, especially in the countryside.

The season is typically longer than for other, softer berries, because the lingonberry has a harder skin and the fact that it contains a lot of vitamins and other nutrients. This makes it survive more extreme temperatures than for example, the softer cloudberry. In Arctic Norway, you generally can find ripe lingonberries from the end of July to the end of September. It typically grows very low by the ground, alongside the moss the reindeers like to eat.

### Use and gastronomy

The acidic taste of the berry is caused by the high concentration of vitamins A, B and C, as well as other potent nutrients. As such, the berry generally keeps very well. In older days, farmers sometimes made lingonberry jam without adding any sugar because it could keep well like that. Nowadays, it is more common to add some sugar for a subtler taste. Another way to keep it was to fill a glass bottle with lingonberries and water, and because of the berry's

Benzoic acid, the mixture would keep for long as well.

In traditional folk medicine, the lingonberry was used to treat mild cases of digestive sickness and diuretic problems. It was also often used by arctic sailors to fend off scurvy during long winter trips.

In terms of preparation, the lingonberries are often used in what we call Trollkrem (troll cream) which is a mixture of mixed berries, sugar and egg white (sometimes vanilla too) which is often used with tea cakes. Some people like to add cinnamon with the jam, it works especially well with meats.

### Family traditions

The Hegelunds were always avid hunters, and in the archipelago outside of Karlsøy, it was Rype (rock ptarmigan) which was the most popular prey to hunt. In the region, they are hunted from September to March but especially so in the fall. Fall is also the period for collecting lingonberries so the two go together very well. The Hegelunds often came back from a day of hunting and collecting in the mountains with a bunch of berries and birds, which were generally eaten with potatoes and Brussel sprouts. The acidity of the lingonberry goes very well with meats so if there was no rype to be found the family often had reindeer or lamb to go alongside the lingonberry.

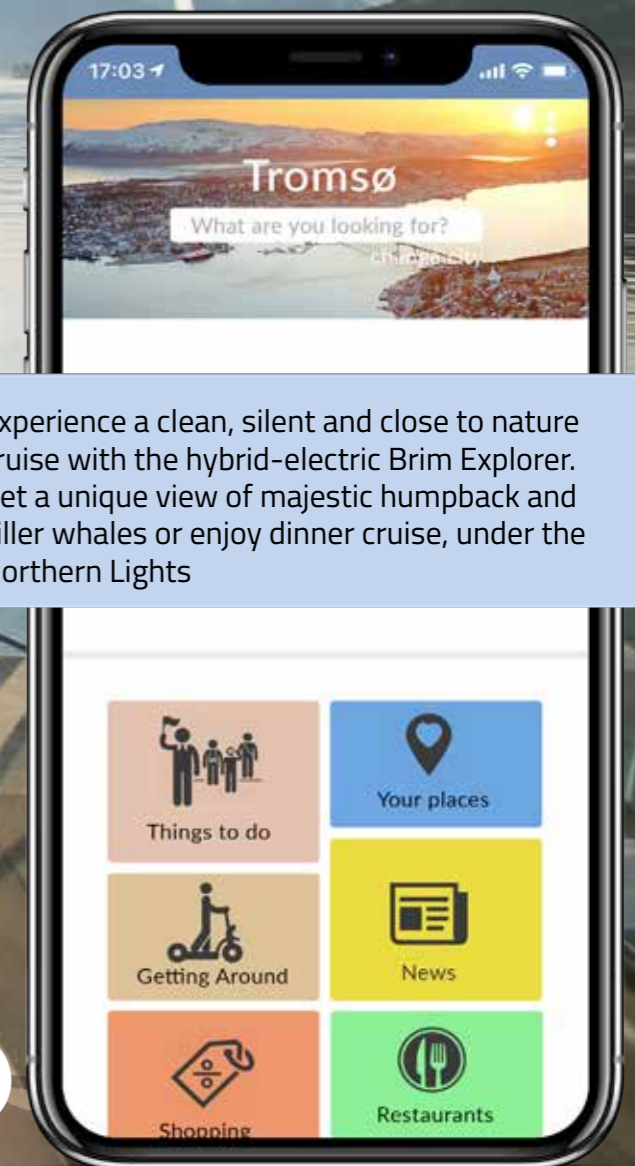
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