



Rainbow Street

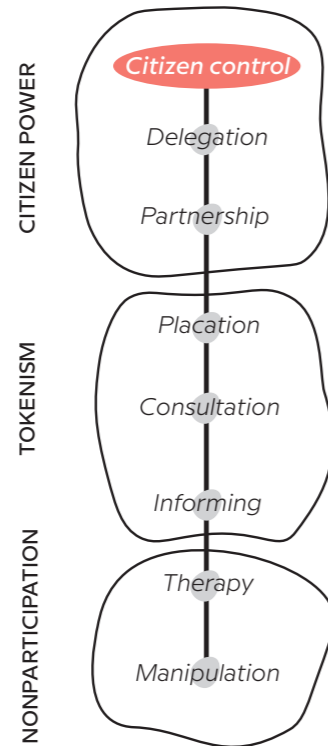
Regnbogagatan

LOCATION

Seyðisfjörður, Iceland

TIME PERIOD

Since 2017



THE PROJECT

The Rainbow Street project was originally a temporary installation on a street called Norðurgata in the centre of Seyðisfjörður that was supposed to last one summer. It consists of a series of painted lines that represent the rainbow flag. Thus, the targeted impact was both to make the street more beautiful, lively and festive because of the bad state it was and to celebrate the gay pride.

LGBTQ+ friendly. Moreover, local law enforcement also gave a green light for the parade from the start.

RESULT

With more than 4 years of insight, we can say that the project reached its targeted aims. Indeed, the rainbow street has become much more than a decorative feature. It is now a destination and a landmark for Seyðisfjörður which promotes local architectural heritage. Moreover, it has also succeeded in supporting and raising awareness of the status of people in the LGBTQ community in remote places. Thus, the initiative benefited to local businesses, through the influx of tourists in the town but also to the locals who find in the gay pride event a way to socialise and create stronger links in the community.

DESCRIPTION OF THE SPACE

Enclosed by mountains, the town of Seyðisfjörður is located at the bottom of a fjord on the East coast of Iceland. This landscape has made life in the village fragile as avalanches and landslides can be expected in certain seasonal conditions. Its characterised remoteness is also the result of the lack of transportation links with other cities and an aged demographic structure. There are some public spaces in the village, mostly indoor due to meteorological/light conditions. Outdoors public spaces are directly linked with nearby natural landscapes.

So he took matters into his own hands and gathered a few friends and they walked back and forth on Norðurgata to show support for the rights of gay people and to have fun.

ROLE OF THE LOCAL COMMUNITY & METHODS USED

After posting the stunt on social media, it instantly became a hit and this temporary installation has become a permanent landmark in the town. The following years, it has become an official event with more and more visitors. Considering that Snorri Emilsson and his friends are living in Seyðisfjörður, the local community has been from the beginning at the heart of the project. Each spring, they maintain the road by painting it again. This initiative could have come to life thanks to the fact that Iceland is known for being particularly

INITIATION AND ACTORS

Back in 2014 a local man, Snorri Emilsson, did not have the opportunity to attend the gay pride celebration in Reykjavík.



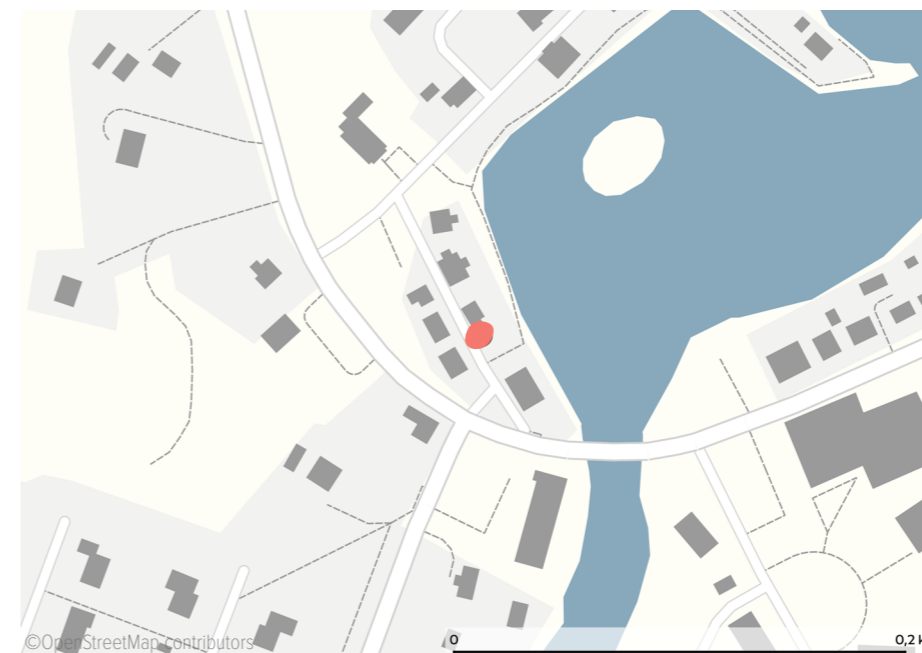
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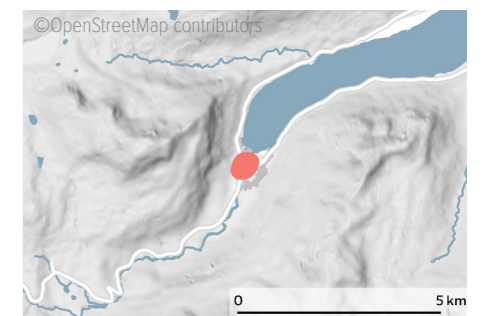
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this project

