

# Blue Lagoon Press Kit

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## Introduction

Named in 2012 as one of National Geographic's "25 Wonders of the World," Blue Lagoon has evolved from its infancy as a reservoir of geothermal runoff into a world of geothermal wonder. The unique properties of its waters provide not only an enchanting lagoon experience, but also the patented, active ingredients in Blue Lagoon skin care: silica, algae, and minerals.

Blue Lagoon is located in a sprawling, 800-year-old lava field in the heart of the Reykjanes Peninsula – a UNESCO Geopark. Just 20 minutes from Keflavík International Airport and 50 minutes from Reykjavík, Blue Lagoon is simultaneously remote and easily accessible.

## History

Blue Lagoon's history is defined by discovery, expansion, evolution, and ascent: from obscurity to the upper reaches of Icelandic tourism.

1974 - The local geothermal power company establishes the Svartsengi Geothermal Power Plant and begins harnessing geothermal energy. A reservoir of steaming, milky blue seawater forms in the shadows of the plant.

1976-81 - People suffering from psoriasis begin to bathe in the warm, soothing waters. Word of the water's comforting power spreads and soon people come to the lagoon not only for healing, but also for pleasure.

1987 - The dawn of the modern day Blue Lagoon. Access to the waters becomes regulated. A bathhouse is built.

1995 - Blue Lagoon skin care is launched.

1999 - As the 2nd millennium ends, a new era at Blue Lagoon begins. The lagoon is relocated from its historic location in the shadows of Svartsengi to its present day location in the heart of the nearby lava field. Architecture. Facilities. Waterfall. Sauna. Steambath.

2005 - Blue Lagoon Clinic Hotel is opened.

2007 - Blue Lagoon facilities are redesigned and enlarged. Private area and Exclusive Lounge added. Lava Restaurant architected into a lava wall on the east shore of the lagoon.

2016 - The Blue Lagoon undergoes significant renovation and expansion, growing by half and now including a lava cove for in-water massage, a secluded area for enhanced tranquility, an in-water silica bar, and an in-water beverage bar.

Upcoming:

2017 - Blue Lagoon continues its expansion with the opening of a luxury hotel, an underground spa based upon the geothermal treasures of the Blue Lagoon, and a restaurant with stunning views of the surrounding volcanic landscape.

## **The Blue Lagoon**

Situated in a vast lava plain on the south coast of Iceland's Reykjanes Peninsula, the Blue Lagoon holds nine million liters of geothermal seawater, covers an area of 8700 square meters, and has an average depth of 1.2 meters and a maximum depth of 1.6 meters. The lagoon's water is sourced directly from the Svartsengi geothermal field and its recirculation interval is 40 hours.

In addition to the sublime pleasures of geothermal seawater, the lagoon offers a sauna, a steam room, a waterfall, a luxury lounge, a cafe, an in-water silica bar, an in-water beverage bar, and a tantalizing selection of in-water massage and treatments.

More info on in-water massage:

<http://www.bluelagoon.com/things-to-do/in-water-massage/>

## **Geothermal Seawater**

The wellspring of the Blue Lagoon's beneficial powers lies 2000 meters within the earth, at the boundary of the North American and Eurasian tectonic plates. In this subterranean frontier of porous lava and searing heat, seawater and groundwater converge, giving rise to a hybrid fluid known as *geothermal seawater*. Under immense pressure, this fluid surges to the earth's surface, integrating the elements through which it passes and emerging enriched with unique concentrations of silica, algae, and minerals – the primary, rejuvenating components of geothermal seawater.

## **Architecture**

The harmonic convergence of the manmade and the natural is the defining feature of Blue Lagoon architecture. Sigríður Sigthórsdóttir, designer of all Blue Lagoon facilities, is inspired by the interplay of lava, light, moss, and steam – the constituent elements of the Blue Lagoon's volcanic surroundings:

"I attempted to capture the mystery of the location with the ever-changing play of light and shadow across the lava, the steam from the lagoon and the special light that characterizes the

northern part of the world...Icelandic materials from moss and stones characterize the design. We wanted to emphasize the relationship between nature and the man-made."

## **Lava Restaurant**

Built into a lava plateau on the western shore of the Blue Lagoon, Lava Restaurant, with its bold, exposed lava walls, embodies the unification of nature and architecture. Endowed with stunning views of the lagoon and the surrounding volcanic landscape, Lava is a sublime setting for experiencing the culinary delights of New Nordic Cuisine.

Lava's chefs find inspiration in local, fresh, and natural ingredients.

## **Silica Hotel**

A sanctuary of relaxation and healing, Silica Hotel is comprised of 35 rooms, a private geothermal lagoon, complete spa facilities, and a clinic for psoriasis treatments.

Architected into the heart of the Blue Lagoon lava field, the hotel achieves a wonderful state of harmony with its volcanic surroundings and received the 2007 Icelandic Architectural Award.

More info on Silica Hotel's psoriasis treatments:

<http://www.bluelagoon.com/clinic/psoriasis-treatments/>

## **Event Hosting**

Blue Lagoon is home to an array of facilities for meetings, receptions, banquets, and other events.

The main complex is equipped with a boardroom and a large meeting room.

One kilometer from the main complex, in the heart of the Svartsengi Resource Park, is Blue Lagoon's primary event center: Eldborg Conference Center. Eldborg is comprised of three conference halls and a boardroom that seats fourteen people. Floor-to-ceiling windows provide inspiring views of the surrounding lava fields.

More info on event hosting:

<http://www.bluelagoon.com/meetings-and-events/rooms-and-venues/>

## **Research & Development**

In light of the profound healing potential encompassed by the mineral and microbial endowments of geothermal seawater, research & development is one of Blue Lagoon's core mandates. Scientists at Blue Lagoon's research center have pioneered innovative methods for harvesting and cultivating the treasures of the Blue Lagoon's geothermal environment. These discoveries have led to a number of patents and a wealth of knowledge in the fields of biotechnology, dermatology, and marine cosmetology.

More info on Blue Lagoon R&D:

<http://www.bluelagoon.com/about-us/research-and-development/>

## Skin Care

Blue Lagoon's spectrum of skin care is based on three principles: cleanse, boost, nourish. These three principles are, in turn, predicated on the Blue Lagoon's iconic elements: silica, algae, and minerals. Likewise, the product packaging is mapped to a simple, logical color palette:

- Cleanse:  (sky blue)
- Boost:  (maroon)
- Nourish:  (moss green)

Blue Lagoon skin care adheres to the mandates of the geothermal ecocycle, which is indicated by the presence of the geothermal ecocycle icon on the skin care packaging.

More info on Blue Lagoon skin care:

<http://www.bluelagoon.com/shop/unique-skin-care/>

## The Geothermal Ecocycle

The dynamic, sustainable relationship between man and nature is a hallmark of Blue Lagoon's philosophy. This is manifest in the closed ecocycle from which all of Blue Lagoon's resources are derived. In the extraction and utilization of geothermal energy, nothing is wasted, and the only byproduct that could degrade the environment – CO<sup>2</sup> – is incorporated into the production of methane, a clean gas. More recently, scientists at the research center have discovered ways to cultivate algae with CO<sup>2</sup> – a significant step in the complete elimination of Blue Lagoon's carbon footprint.

The geothermal ecocycle not only seeks to mitigate the human impact on the environment, it also aims for social progress and economic prosperity.

Adherence to the imperatives of the geothermal ecocycle is signified by the presence of this icon:



More info on the geothermal ecocycle:

<http://www.bluelagoon.com/about-us/environmental-focus/>

## **UNESCO GeoPark Status of the Reykjanes Peninsula**

In 2015, the Reykjanes Peninsula was officially given the status of UNESCO GeoPark.

Home of the Blue Lagoon, the Reykjanes Peninsula straddles the Mid-Atlantic Ridge – the tectonic boundary where the North American and Eurasian plates converge. Owing to its volcanic provenance, the peninsula is a wonderland of geothermal phenomena. The terrain is alive with craters, fissures, mud pools, steam vents, hot springs, and moss-covered lava flows.

More info here:

<http://www.visitreykjanes.is/en/what-to-see-do/reykjanes-geopark>

## **The Blue Flag**

In acknowledgement of its clean, safe waters and eco-friendly environment, the Blue Lagoon has received the prestigious Blue Flag award for 13 consecutive years. The honor entitles Blue Lagoon to fly this banner:



More info on the Blue Flag award can be found here:

<http://www.blueflag.global/>

## **2017**

In 2017, Blue Lagoon's expansion will reach another milestone. Three new entities – all mapped to the coordinates of geothermal luxury and architected to harmonize with nature – will be opened. Built into the lava plateau on the lagoon's western shore, within the earth and above the earth, there will be a restaurant, a luxury hotel, and a spa.