HOFSTAÐIR

Mývatnssveit

HAUSKÚPA AF NAUTGRIP

Rannsóknarsaga Hofstaða teygir sig aftur til 19. aldar og hafa umfangsmiklir uppgreftir og umhverfis-rannsóknir síðastliðin 30 ár gert Hofstaði að lykilstað í menningarsögu Norðurlanda.

Árin 2020-22 var haldn sýningin: *Saga úr jörðu. Hofstaðir í Mývatnssveit*. Teikning sem gerð var fyrir sýninguna er af hauskúpu af nautgrip, ein af 23 hauskúpum sem fundust við uppgröft á veisluskálanum á Hofstöðum (ca. 940–1030). Talið er að hauskúpurnar sem fundust séu úr fórnardýrum og að skálinn hafi verið skreyttur með þeim að utanverðu.

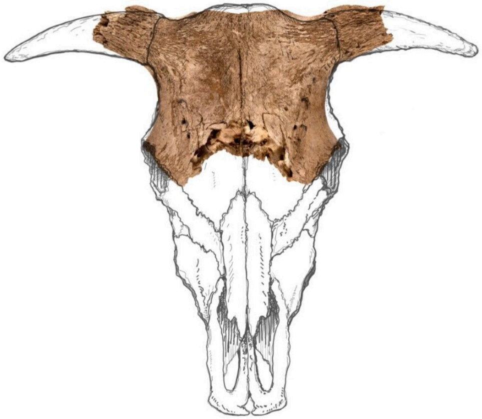
Hönnun á merki Hofstaða nú tekur mið af teikningunni sem gerð var fyrir sýninguna, en þar teiknaði Snorri Freyr Hilmarsson útlínur af nautshauskúpu ofaná ljósmynd af broti úr beini sem fannst í jörðu á svæðinu.

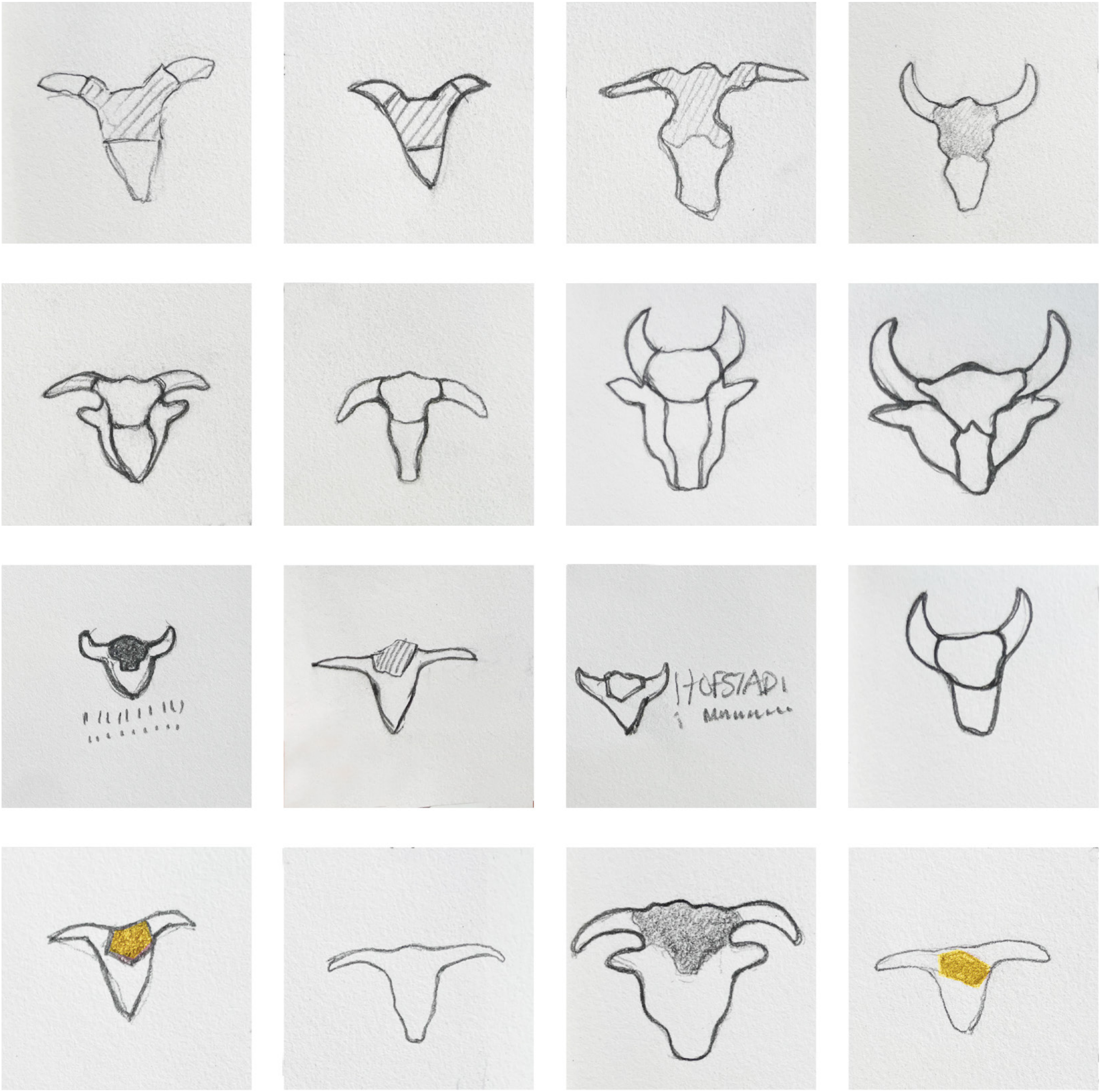
CATTLE SKULL

The research history of Hofstaðir dates back to the 19th century, and extensive excavations and environmental studies over the past 30 years have made Hofstaðir a key site in the cultural history of the Nordic countries.

From 2020 to 2022, the exhibition A Story from the Earth: Hofstaðir in Mývatnssveit was held. A drawing created for the exhibition depicts a cattle skull—one of 23 skulls uncovered during the excavation of the feasting hall at Hofstaðir (ca. 940–1030). It is believed that the skulls found are from sacrificial animals and that the hall was decorated with them on the exterior.

The current design of the Hofstaðir logo is based on the drawing made for the exhibition, in which Snorri Freyr Hilmarsson sketched the outlines of a cattle skull on top of a photograph of a bone fragment found in the ground at the site.

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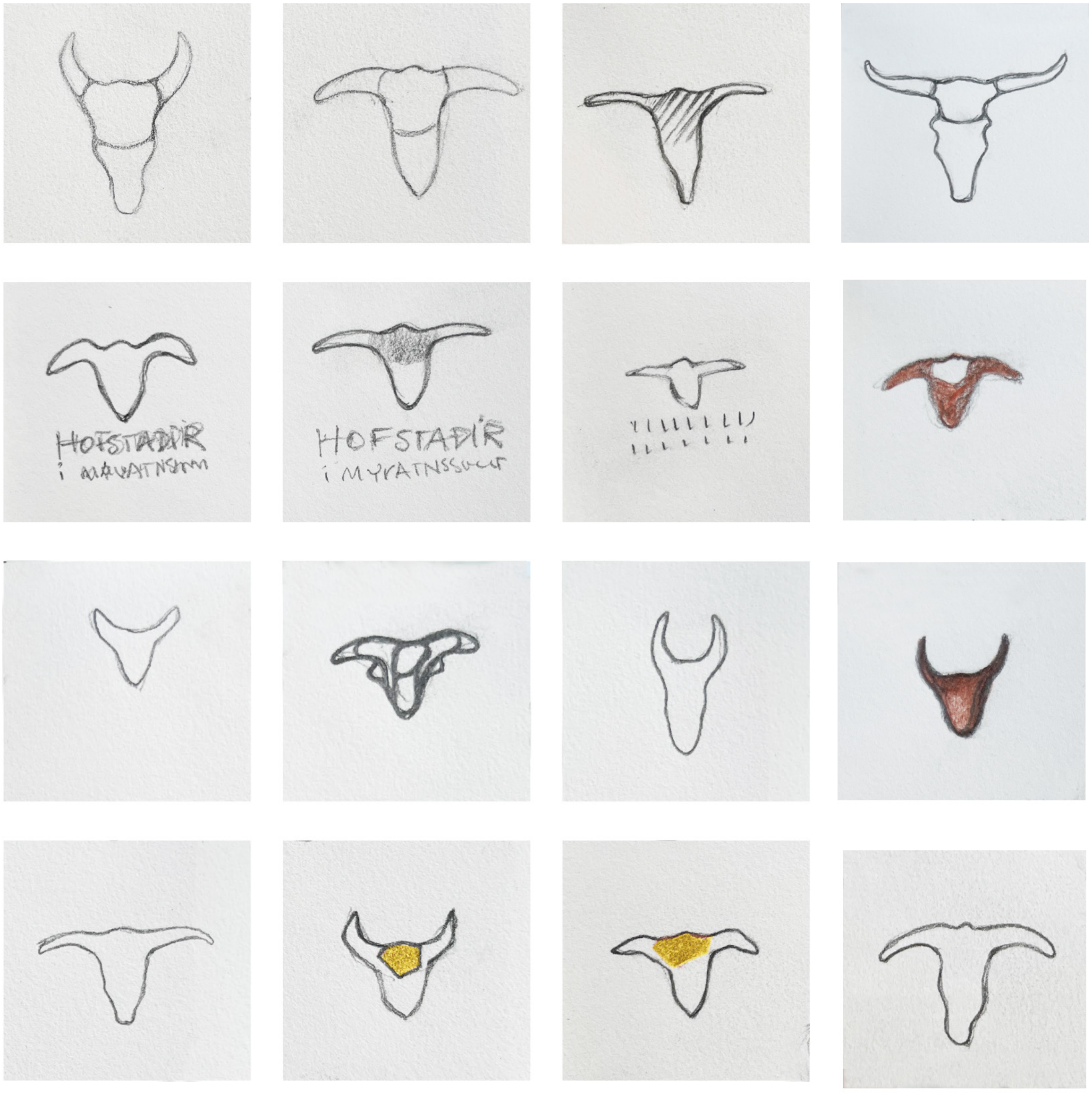

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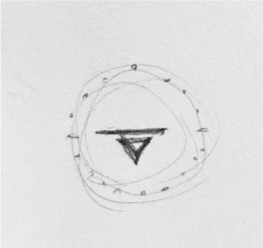
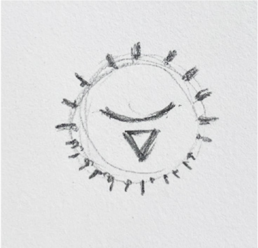

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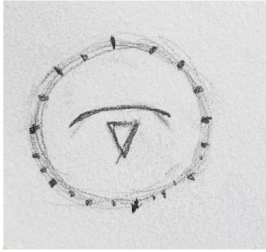

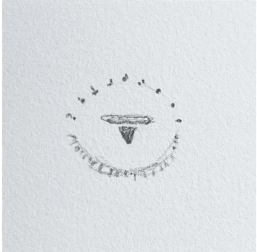
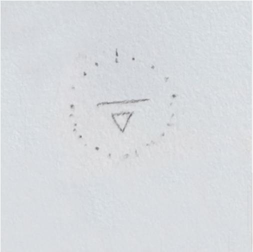

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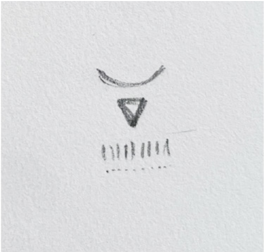
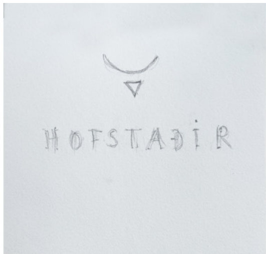
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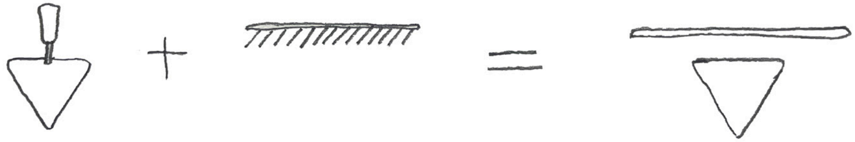
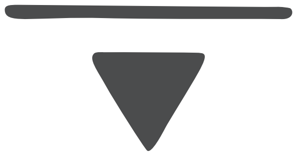
hauskúpa af nauti



verkfæri við uppgröft

yfirborð jarðar

Alkemískt tákn
fyrir jörð



Jarðbundinn hlýleiki

Lýsing: Hlýr og jarðtengdur litur, innblásinn af sólbrunninni jörð, brennisteinsleir og fornum gripum. Liturinn endurspeglar líflega gula tóna jarðhitasandsins í Námaskarði og vekur upp áþreifanlega tengingu við náttúru og tíma. Hentar vel í hönnun sem á rætur í landslag og sögu.

Lykilorð: Náttúrulegur · Sögulegur · Jarðhiti · Jarðbundinn · Hlýr

Earthy Warmth

Description: A warm, grounded tone inspired by sunbaked earth, sulfuric clay, and ancient artifacts. This shade reflects the vibrant yellows of the geothermal sands at Námafjall, evoking the tactile richness of soil and the timeless presence of nature. Ideal for designs rooted in history, landscape, and authenticity.

Keywords: Natural · Historical · Geothermal · Grounded · Warm

HOFSTAÐIR

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Mývatnssveit

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Mývatnssveit

Rannsóknir, kennsla, menningararfur
Research, Education, Heritage

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Fornleifaskóli
Archaeological Field School

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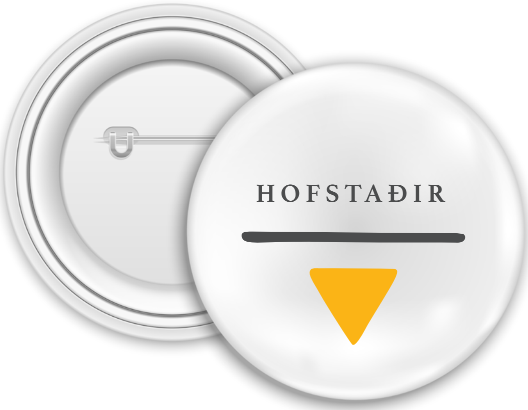
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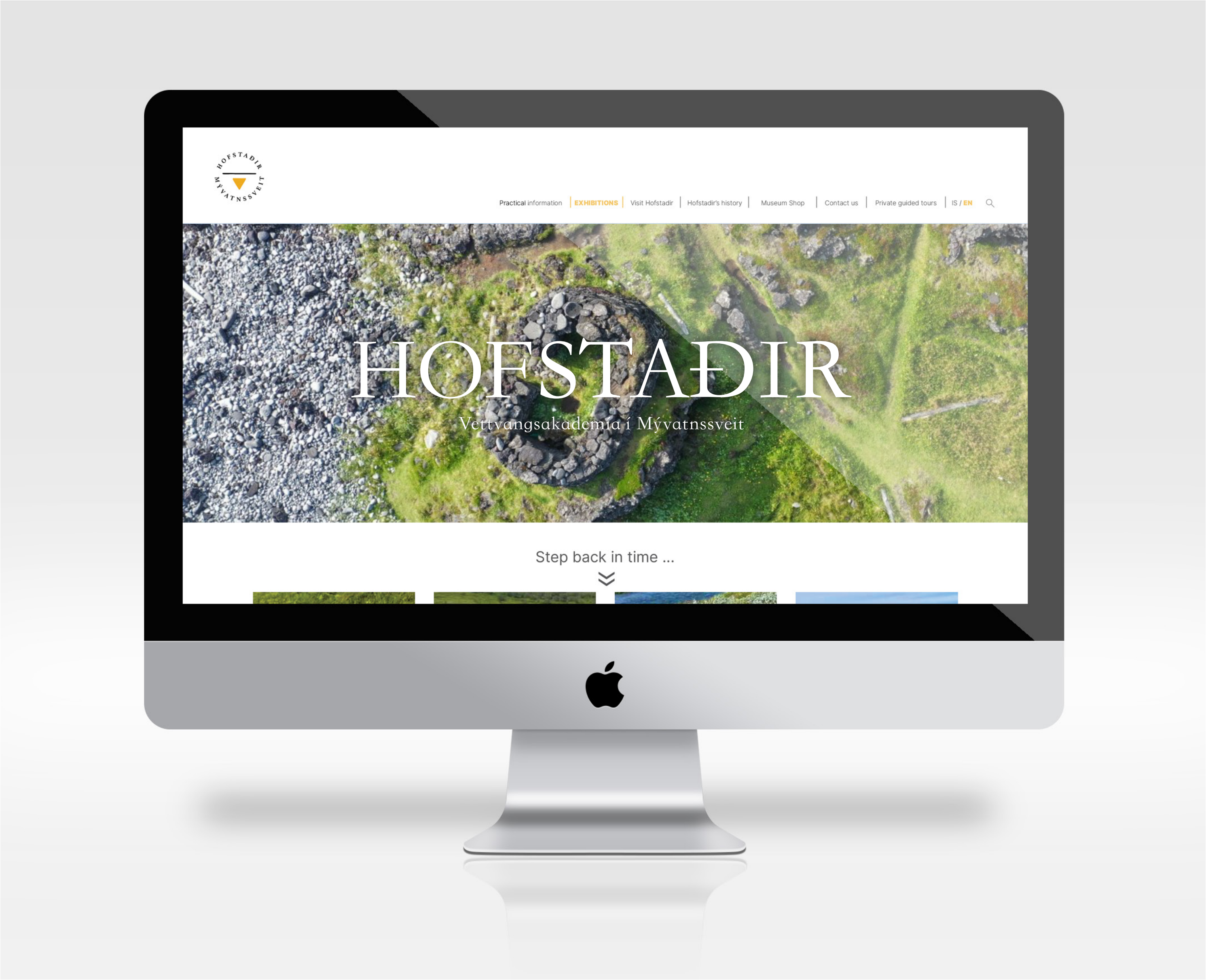
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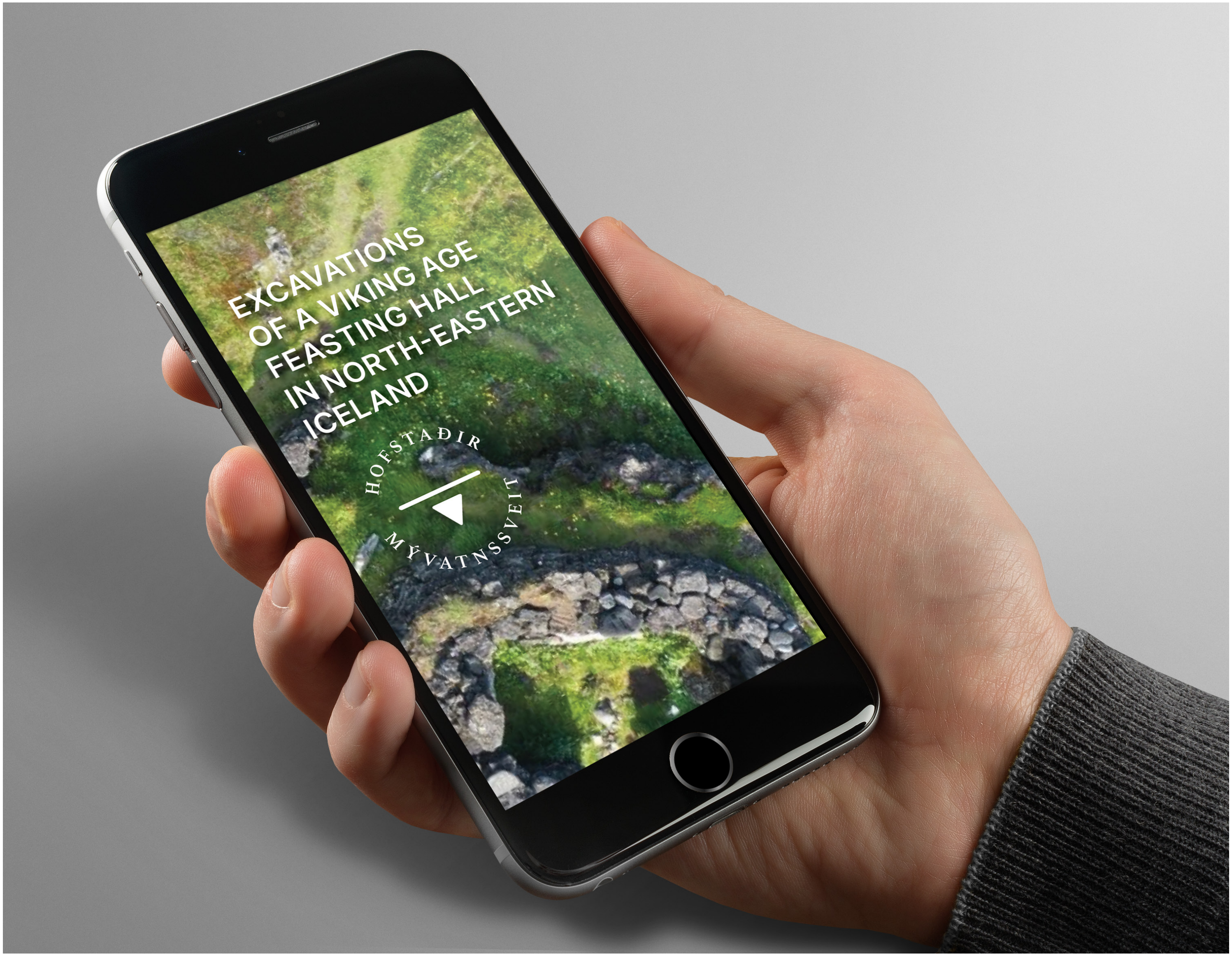
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AFA JCDecaux
15 → Flyðrugrandi 2 min
5 → BSÍ / Landspítalinn 2 min
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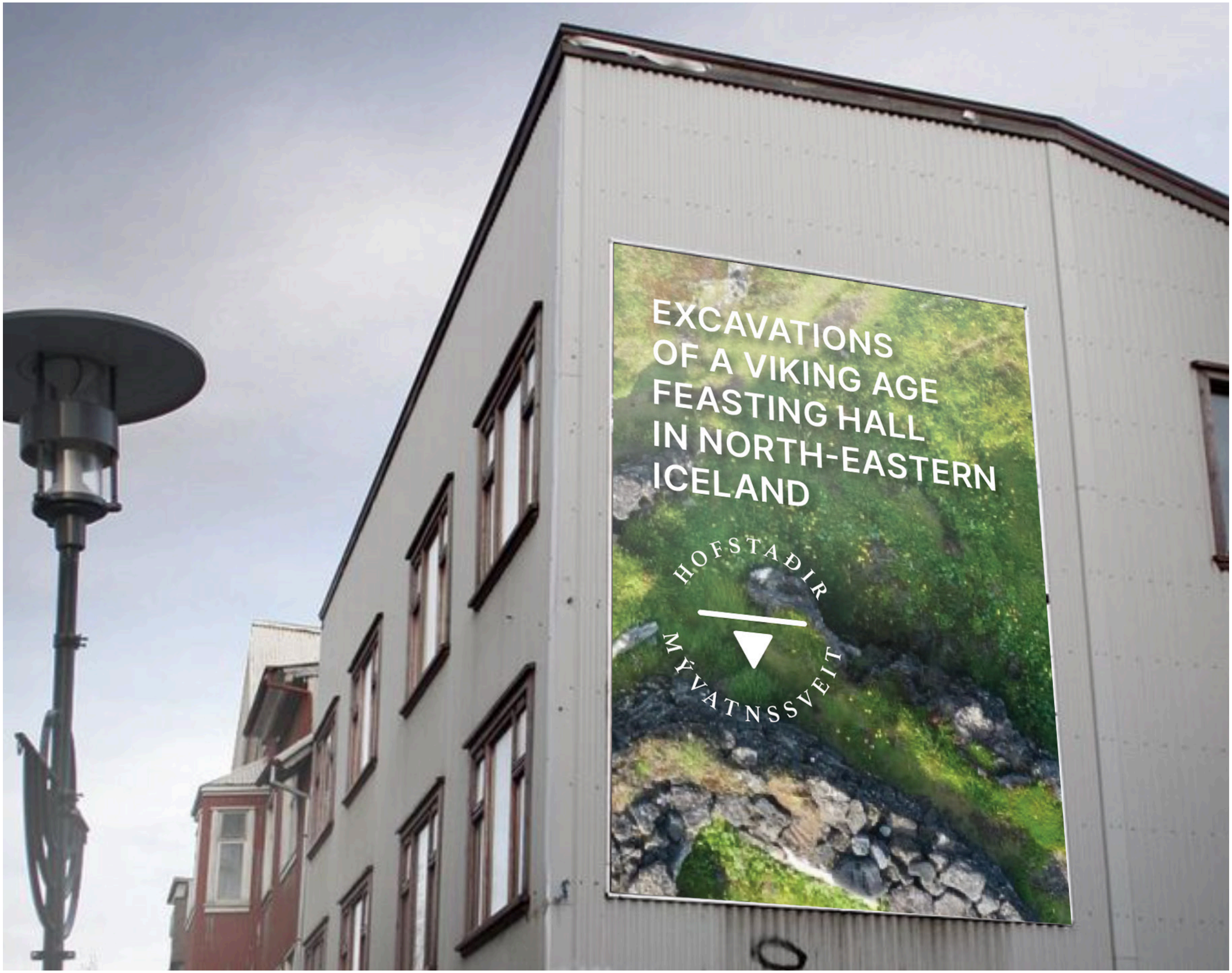
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Dear Mr. Smith,
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Sincerely,
LOREM IPSUM
DOLOR SIT AMET
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Allen Carter
Creative Designer
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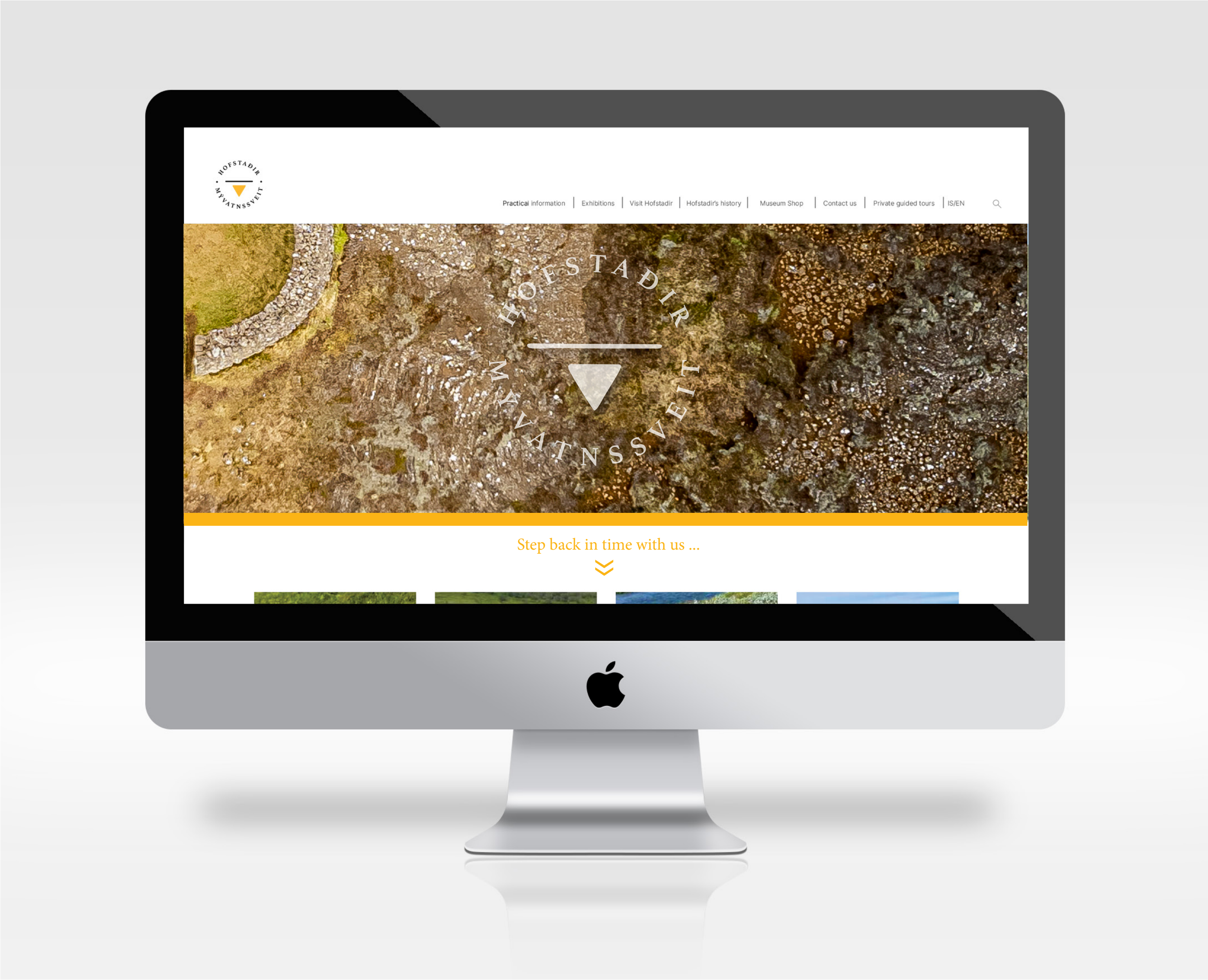
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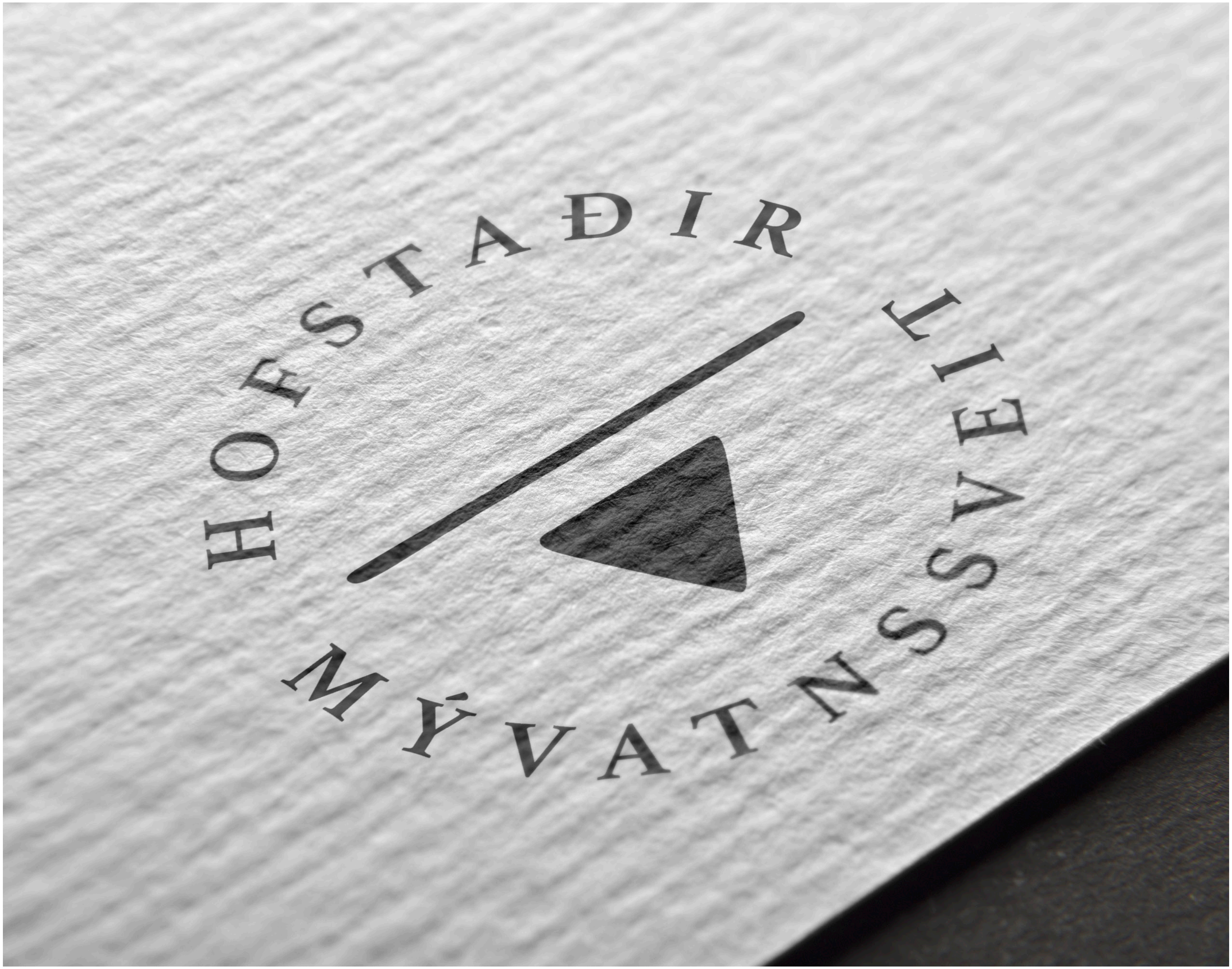
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PANTONE 130 C

Jarðbundinn hlýleiki

Notkun í hönnun: Hentar þegar miðla á hlýleika, tengingu við náttúru og jarðneska ró. Hann vekur tilfinningu fyrir áþreifanlegum efnivið eins og mold, leir og tímans tönn. Nýtist vel með þöktum jarðlitum, djúpum brúnum og hlutlausum gráum.

Earthy Warmth

Use in Design: Best used to convey warmth, connection to the land, and a sense of cultural or geological depth. This color evokes the tactile richness of soil, clay, and timeworn treasures unearthed from the ground. Pairs well with muted earth tones, deep browns, and neutral greys.

LITIR COLORS

CMYK	**RGB**	**S/H** B/W
GULUR | YELLOW Cyan: 0 Magenta: 32 Yellow: 100 Black: 0	**GULUR** | YELLOW R: 253 G: 181 B: 21 Hex: f2a900	**GRÁR** | GRAY Cyan: 0 Magenta: 0 Yellow: 0 Black: 85
GRÁR | GRAY Cyan: 0 Magenta: 0 Yellow: 0 Black: 85	**GRÁR** | GRAY R: 72 G: 72 B: 72 Hex: #484848	**GRÁR** | GRAY R: 72 G: 72 B: 72 Hex: #484848

Hofstaðir Mývatnssveit

Vettvangsakademía/Field Academia
Verkefnastjóri: Elva björg Einarsdóttir

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Reykjavík, maí 2025