



Dreams of Valhalla

NORDIC MYTHOLOGY AT YOUR FINGERTIPS

After the international success of Van Gogh's Dream, downloaded more than 40 000 times, Loïc Sander and Wouter van der Veen have renewed their collaboration to create Dreams of Valhalla, a revolutionary iPad app produced in Strasbourg, the city where modern publishing was invented in the 15th century. Adobe's Digital Publishing Suite provided the creative freedom necessary for such an innovative yet traditional project.

Dreams of Valhalla recounts the story of Nordic mythology from its ancient sources to its modern-day incarnations. The app boasts more than 250 pages, 55 minutes of video footage, hundreds of illustrations, spectacular images drawn from old manuscripts and innovative interactive elements. Produced in association with the National Museum of Denmark and the Árni Magnússon Institute, the app will be available in English from 4 May for €4.59 / \$4.99 on iTunes.

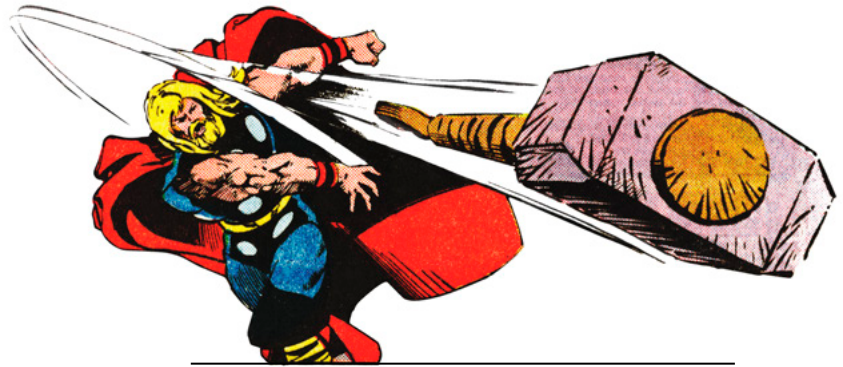
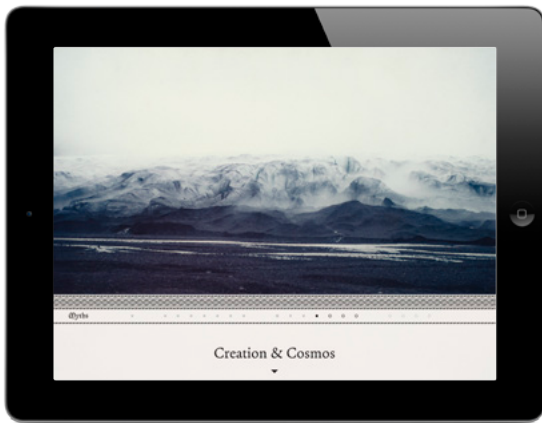
An overexposed yet misunderstood universe
Tolkien's *Lord of the Rings*, Marvel's *Thor*, Wagner's *Ring of the Nibelungen* – all of these, along with hundreds of video games, role-playing games and mangas, have drawn inspiration from the Scandinavian tales and legends of yore. According to Thomas Mohnike, chair of the Department of Scandinavian Studies at the University of Strasbourg and author of the texts featured in the app: 'Nordic myths are all around us and touch people from all walks of life – kids collecting cards, lovers of music or cinema, tattoo aficionados, and the millions who play online role-playing games with people on the other side of the planet.'

Spectacular innovations

The application is itself an innovation. As in *Van Gogh's Dream*, the creators have brought together original texts, beautiful images, video footage and interactive elements. The interactive technology of this app means users are only a few taps away from understanding the workings of the Runic alphabet or the logic of the different 'worlds' of Nordic cosmogony. With this technology, the app ventures into terrain that is largely unexplored: the transmission of knowledge by means of touch.

Wouter van der Veen, the publisher, adds: 'Our tools allow users to interact in a simple way with concepts that are often complex. With a few taps, users can literally control the knowledge we are offering them – and this at their own pace, when they feel like it, and how they feel like it. Even we were surprised by the efficiency of this new form of knowledge transmission. The possibilities offered by Adobe's DPS are truly astonishing and always enable us to actualize what we see in our imaginations.'





Original content and a worldwide first

Dreams of Valhalla is the first work to present such a complete overview of the world of Nordic mythology. Until now, no digital or classical work had ever analysed the sources, as well as the myths and their evolution over the centuries. There may be no certain answers to many of the questions raised by this intriguing mythology, but the app allows users to distinguish between probable and less probable theories, bringing to light not only the treasures that inspired Tolkien, but also the dark aberrations of Nazi ideology. The legends of the Old North are alive; they are the guardians of an ancient tradition and their future is bright.

homage to Gutenberg

Dreams of Valhalla was produced by Sander and Van der Veen, both from Strasbourg, in collaboration with the University of Strasbourg, under the new name of ELECTRIC GOODHILL, a reference and homage to Gutenberg.

‘We are testing the boundaries of digital publishing as much as possible by using the very latest technological innovations. But we will always remain lovers of books, typography and paper,’ affirms Loïc Sander, artistic director of the project. ‘Digital publishing does not stand in opposition to traditional publishing. The two complete each other and their different uses are in no way mutually exclusive.’



Dreams of Valhalla
 Electric Goodhill 2013
 Language: English

Available on iTunes / App store
 4,59€ – \$ 4.99