



NORTH BY NORTH

Convened by  
**Institute of the North**  
on behalf of the  
**Alaska Arctic Council Host Committee**

# Overview of North by North

Alaska is commemorating an important milestone this year, our 150th anniversary as the heart of America's Arctic. The world is slowly coming to grips in understanding the significance of the Arctic, and Alaska's role in the Arctic, as a region of peace and partnership, of emerging importance with the potential for considerable impact on global climate, potential for new discovery, new shipping routes and colossal potential for economic and resource development.



All photos by Institute of the North/Oscar Avellaneda

Because of our crucial position in the Arctic, we feel the stress and promise of significant changes in our region, contribute to a global understanding and awareness of the issues here, and provide a human face to concerns that seem distant and removed from our southern neighbors.

More than that, Alaskans care about the challenges facing our environment and our communities, and bear the risk, responsibility and reward as stewards. As a result, we believe that it is a matter of principle to maintain open space and open minds to constructive dialogue at the international, national and sub-national levels.

While decision-making often takes place elsewhere, Alaskans are determined to draft our own destiny. One way that we have worked to accomplish this goal is through the work of Alaska's Arctic Council Host Committee. The Host Committee has been so important in showcasing Northern hospitality and deepening the awareness of Alaska's bounty and beauty to those visiting from around the world.

The Institute of the North will continue to advance Alaska's role in the Arctic, including to move forward with the North by North Festival and other Arctic activities in future years.





Anchorage is a gateway to the Arctic – an intersection of culture and diversity, resilience and innovation. Here, we can remind the rest of the world that northerners are innovative and resilient, capable and conscientious. The “North by North” Festival in Anchorage May 11-14 highlighted the social and cultural connections Alaskans are so well-known for but that often get left out of Arctic discussions.

The festival provided something for everyone – policy, business, music, dance, arts and crafts, local foods, and crucial conversations.

#### **INNOVATE ARCTIC**

This day-long event at the Anchorage Museum hosted leading Alaska innovators and visiting experts from other northern nations who will speak about the innovation ecosystem, with conversations about housing, energy, food, connectivity and education. Afternoon workshops immersed participants in an innovation culture.

#### **CIRCUMPOLAR NORTH FILM FESTIVAL**

Film festival directors from all eight Arctic nations presented the highlights of films from different northern film festivals. Introductory remarks from each director as well as a panel discussion about best practices will elevate approaches to northern filmmaking and festival environments.

#### **ARCTIC DANCE PARTY**

Featuring seven DJs from Iceland, U.S., Canada, Norway, Greenland, Finland and Russia, along with outstanding Alaska artists, the Arctic Dance Party included three performances over the course of the weekend

#### **ARCTIC STREET FOOD TASTING**

The First Annual “Arctic Street Foods” tasting and competition included local food trucks competing to create a new “Arctic Street Food” inspired by recipes from one of the eight Arctic countries. Additionally, chefs from Alaska, Iceland, Norway, and Russia competed to create a “high concept” Arctic Street Food.





# Innovate Arctic

North by North: Innovate Arctic was a day-long celebration of innovation in the Arctic with TED-style talks, interactive exhibits, and topic-driven breakout sessions. International and local speakers led discussions around Arctic topics including sub-zero housing, Arctic agriculture, circumpolar IP sharing, renewable energy, advances in telecommunications, and education for the future. The purpose of the event was to inspire Arctic citizens to dream big, import and export thought-economy, and encourage collaboration across the Arctic.

Speakers came from across Alaska and the U.S., as well as from Norway and Canada. Speakers were drawn from companies and organizations that included Innovation Norway, Yukon College, Alaska Pacific University, University of Alaska, Launch Alaska, Alaska Center for Energy & Power, Cold Climate Housing Research Center, GCI, Lawrence Berkeley National Lab, and SpaceX. The 150 attendees who participated were enthusiastic about the lessons learned, best practices, and projects that are driving Arctic innovation.



## Innovate Arctic sponsored by:

- APU
- Bristol Bay Development Fund
- Alaska Growth Capital
- Fine Point
- Toast of the Town
- Launch Alaska
- DCCED
- Alaska SBDC
- Bettisworth North
- RIM Architects



# Arctic Street Foods Tasting and Local, Northern Foods Dialogue

## Event Participants

- Chef Aaron Apling-Gilman (Alaska) -Seven Glaciers at Alyeska Resort.
- Chef Viktor Örn Andrússon (Iceland) – named the Icelandic Chef of the Year in 2013, Nordic Chef of the Year in 2014 and won two gold medals at the Culinary World Cup in Luxembourg in 2014.
- Chef Nikolay Gabyshev (Russia, Sakha Republic) – chief chef at the Muus Khaya restaurant in Yakutsk, Yakutia; specializing in local and northern foods.
- Chef Jørn-Eirik Johnsen (Norway) – Based in Tromsø, Chef Johnsen is the Arctic Menu project manager for the Norwegian Hospitality Association.
- Svein D. Mathiesen - International Centre of Reindeer Husbandry

## Event Highlights

The four participating chefs along with seven local Anchorage food trucks participated in the Arctic Street Food Tasting event on the Anchorage Museum Lawn. Alaska Seafood Marketing Institute donated several varieties of wild Alaska seafood that the chefs and food truck vendors transformed using new and different methods and recipes from the eight Arctic states. Over 700 people attended the event and about 400 individuals purchased the chef's creations (the Alaska Food Policy Council received fifty percent of proceeds). The visiting chefs offered a unique opportunity for local culinary students at University of Alaska Anchorage to work alongside in the preparation of these dishes, while the team from Seven Glaciers participated in the actual implementation and distribution.

## Panel Discussion Summary

The panel discussion included chefs from Alaska, Iceland, and Russia, as well as Norway's Svein D. Mathiesen from the International Centre of Reindeer Husbandry. Panelists began the discussion by attempting to define "Arctic Foods" and articulating how this genre of food differs from "traditional" or "native" foods. Each panelist agreed that Arctic foods require a special skillset to not only obtain the raw ingredients (e.g. hunting or fishing), but also specific methods to store (such as fermentation) and season this "harsh" cuisine. There was a collective sense that the skill set needed to produce, store, and sell Arctic cuisine is not being preserved and is thought of as "recipes of the ancestors" by younger generations.

The panelists further discussed the importance of training and engaging growers given that in their home countries a major issue is obtaining raw ingredients to prepare. In a place like Alaska, Chef Apling-Gilman reflected, policy affects what people are eating since game meat can't be sold commercially in many cases. In Russia and Iceland, the chefs remarked that Arctic foods often are not sold in restaurants - they are the cuisine of home cooking; thus, consumer education is needed to make Arctic foods more accessible both in terms of how to obtain them and how to use them in everyday cooking. Chef Nikolay Gabyshev, head chef at the Muus Khaya restaurant in Yakutsk, Russia - a restaurant specializing in Arctic cuisine - explained that restaurants need to understand better the economic benefit of serving Arctic foods and only restaurants can make the cuisine popular. Mr. Mathiesen from the International Centre of Reindeer Husbandry, who travels throughout the circumpolar north region, emphasized that the "stories of people from the region are told in their recipe." Svein agreed with Chef Gabyshev that restaurants are central to popularizing Arctic foods as restaurants, in many Arctic communities, serve as places where individuals meet and connect in a public setting.

## Future Research and Opportunities

- Trainings for how to butcher/use/cook an entire animal as well as cultivate wild ingredients in the Arctic
- Trainings for restaurants on how to acquire, serve, and market these kinds of foods
- Oral history project of Arctic foods conducted through archiving recipes of home cooks

## Example projects:

- Nordic food lab (<http://nordicfoodlab.org>) as a research and training institution
- Publication such as: <http://nordicfoodlab.org/blog/2017/1/17/on-eating-insects-essays-stories-and-recipes> that interweaves essays with recipes of the region

*Special thanks to the Alaska Humanities Forum.*





# Celebrating Alaska's 150th Anniversary Envisioning the Future of Russia-Alaska Cooperation



## Event participants

- David Ramseur, author of Melting the Ice Curtain
- Lady Waks, artist and entrepreneur from Russia
- Julie Decker, CEO of the Anchorage Museum
- Olga Etylina, Chairperson, Commonwealth of Indigenous Peoples' Local Communities of the Russian North, Siberia and Far East
- Vera Metcalf, visa-free U.S. coordinator; Kawerak; ICC
- Mikhail Pogodaev, Executive Director, Northern Forum
- Craig Fleener, Senior Advisor on Arctic Policy for State of Alaska

## Panel Discussion Summary

Alaska is marking the 150th anniversary of the American purchase of Alaska from a neighbor we actually can see across the Bering Strait, from several vantage points. An anniversary such as this is cause for celebration and reflection, certainly, but also provides an opportunity to envision the future.

In the 150 years since the purchase, Alaska-Russia relations have run hot and cold. Certainly a bright spot was our cooperation during World War II against a common enemy. Alaskans were touched to see Russian Foreign Minister Lavrov pay his respects, just prior to the Arctic Council Ministerial, at the Fairbanks Lend-Lease Memorial.

Another model of cooperation is the visa-free travel agreement our countries reached in 1989 to allow visits across the Bering Strait by indigenous peoples who share common cultural bonds. That agreement remains in effect today.

At the same time, the Cold War divided our indigenous peoples for 40 years, until 1988. Today, while much good will spans the Bering Strait, doing business and maintaining cultural ties between Alaskans and Russians is challenging.

This session focused though on the next 150 years – and speculate a bit about Alaska-Russia cultural relations. While overall US-Russian relations are not so good these days, it is true that Alaska-Russia relations can serve as a model for our two countries in the future.

Management of a changing Arctic leads the list of areas for future cooperation.

The uncertain relationship between the U.S and Russian federal governments has generally made it difficult to support scientific exchange and create a cross-border cultural dialogue. However, within the Bering Strait region, people-to-people and organizational connections have flourished.

The combination of art and music is a good way to bridge gaps. Music and art allow for a transfer of ideas between peoples and a fostering of dialogue. This has often happened between and within indigenous communities, but there is an opportunity for artistic exchange to flourish more broadly.

The region has been one of peace and cooperation, and just in the last few years, there has been a trend toward cooperation including building back up of the Northern Forum. There is a need to bring in sub-national perspectives – states, territories and other regional governments – into Arctic policy. These are the people who are most affected by policy and must have a voice. Here, for instance, is an opportunity for Alaska and Chukotka to bypass DC and Moscow in favor of direct cooperation.

There have been efforts from the region to facilitate increased travel by indigenous peoples in the region, such as the visa free travel programs, and this has generally been successful. Even as American and Russian peoples feel dissimilar, local and indigenous peoples have much in common across borders.





# Circumpolar North Film Festival

## Event Participants

- Roger Bergström – Arctic Light Film Festival [Sweden]
- Jay Bulckaert – Dead North Film Festival [Canada]
- Hrönn Marinósdóttir – Reykjavik International Film Festival [Iceland]
- Antti Martikainen – Arctic Heat Film Festival [Finland]
- Sunna Nousuniemi – International Sami Film Institute [Norway]
- Martha Otte – Tromsø International Film Festival [Norway]
- Nina Paninnguaq S. Jacobsen – PaniNoir Films [Greenland]
- Rebecca Pottebaum – Anchorage International Film Festival [Alaska]
- Pablo Saravanja – Yellowknife International Film Festival [Canada]

## Event Highlights

The Circumpolar Film Festival included ten full-length films each suggested by our invited film festival organizers to showcase highlights from their home country film festivals. Additionally, there were four curated shorts program: Alaska Shorts, Dead North Shorts, Northern Shorts, and Northern Documentaries. Films were shown at the Anchorage Museum (both inside and one outdoor program) and the Alaska Experience Theater. Altogether, over 250 individuals attended screenings over the weekend. In some cases, film directors were present and offered Q&A sessions following their film screening. A nearby VIP experience was structured so that visiting DJs could connect with one another and film festival directors.

## Panel Discussion Summary

The panel discussion focused on the economics surrounding film festivals as well as which images are produced and consumed as part of Arctic cinema. Nearly all the film festival organizers stated that their film festivals occur in the winter since it is “the slower season of the year” and the festival has potential to “bring life” to the local community. Likewise, given the winter season, many film festivals include an outdoor component such as a snow cinema (e.g. movies shown on a snow wall). Several of the film festival organizers discussed creative means for showing films outdoors that they hope to actualize in future years.

The discussion then turned to “Arctic” or “Northern” films as a genre. Sunna Nousuniemi from the International Sami Film Institute raised the issue of how many films celebrate rather than perpetuate stereotypes of indigenous peoples. Pablo Saravanja of the Yellowknife International Film Festival stated his hope that films produced in the circumpolar north will be in “direct opposition to reality TV, which has been most of what the world imagines when they think of the North.” At the same time, the film festival organizers agreed that a majority of Arctic films are dark, but in the sense that they celebrate the harsh realities of the North and attempt to re-appropriate what is meant by “the Arctic.”

## Future Research and Opportunities

- How are film festivals supported and funded?
- What kinds of events happen around the festivals to support the local economy?
- How many full time jobs are produced from this industry
- Training program for this sector: Teach individuals how to curate a film festival as a job opportunity in the creative economy
- Build a cohort of film festival director/organizers that participate in a year-long training program together.
- Create “northern film venues” as part of residency of public build: sauna cinema idea

## Example projects:

- Dead North (<http://www.deadnorth.ca/>) who participated with us offers an excellent example of a training program for first-time filmmakers to produce films about the circumpolar north and learn how to market their films. It would be interesting to replicate this program throughout the region.







# Arctic Dance Party and Dialogue

## Event Participants

- DJ Orion - Finland
- DJ Spencer Lee - Alaska
- DJ Tøsch - Norway
- Hermigervill - Iceland
- Lady Waks - Russia
- Uyarakq - Greenland
- WD4D - USA
- Yngvil - Norway and Alaska

## Event Highlights

The Arctic Dance Party featured three distinct music events. On Friday evening, several of the DJs played alongside local Anchorage musicians at Williwaw Restaurant and Bar. 250 people attended as part of quite a diverse audience. On Saturday afternoon, Hermigervill and Lady Waks played sets during on the Anchorage Museum lawn during the Arctic Street Food event, with nearly 500 attendees experiencing these Icelandic and Russian powerhouses. Lastly, DJs and Alaskan artists performed on a nearby rooftop of a parking garage, with 150 people attending. A nearby VIP experience was structured so that visiting DJs could connect with one another and film festival directors.

## Panel Discussion Summary

The DJs that participated in the panel all work in multiple sectors of music. In addition to performing music, they also own record labels, produce music, host radio programs, and organize events in their home country. The DJs discussed the isolation experienced by living in an Arctic nation and due to this geographic isolation, how musicians within their country tend to know and work together closely forming an insular community. The DJs spoke to how the climate - long winter nights - affects the production of music in that individuals tend to stay in their studios for longer hours. Darkness equates to productiveness and the “melancholy of the winter” also translates into the mood of the music. Each DJ spoke

about creating a “scene” for music in their country by promoting places to listen to music. The DJs ended by discussing how to create a place where music can be played for various audiences (e.g. families) and counter the idea that “nothing happens in my city.”

## Future Research and Opportunities

- A podcast or radio show dedicated to Arctic Music does not exist and would be easy to produce along with collaboration from DJs throughout the region.
- A CD compilation of curated music from the region
- How is Arctic music marketed throughout the world?
- Where do people go to listen to music? What are “spaces” of music in Arctic countries?
- Who is producing “Arctic” music?
- How often are musicians kept from traveling to promote/play their music due to issues with visas are the expense of traveling from and isolated part of the world?
- Create a way to connect/support DJs and musician across the Arctic who feel a sense of geographic isolation from one another - e.g. create collaborate Arctic music project with outcome such as compilation album and touring concert of artist.

## Example projects

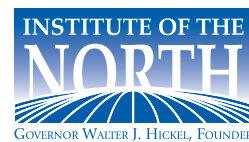
- AltLatino Podcast from NPR presents a good format for a music show that focuses on one genre/region of music

Local architecture, design and engineering firms presented their latest innovative technology that helps communities adapt to and strengthen their resilience in the face of an Arctic environment.

*Special thanks to the Alaska Humanities Forum.*



# North by North Sponsors









## NORTH BY NORTH FESTIVAL

### SPECIAL THANKS TO LOCAL ORGANIZING COMMITTEE:

- Adam Baldwin, Anchorage Museum
- Bree Kessler
- Rebecca Pottebaum, Anchorage International Film Festival
- Yngvil Vatn Guttu, Spenard JazzFest
- Ross Johnston, Fine Point
- Carrie Shephard, Toast of the Town
- Isaac Vanderburg, Launch Alaska
- Crystal Swartzlander, Toast of the Town
- Stephanie Nowers
- Hanna Eklund, Institute of the North

