

THE WHALE





THE WHALE is initiated and planned by THE WHALE AS, a local shareholding company established in 2018. The project was developed during 2014 - 2018 by a steering committee with members from the tourism industry, the local municipality, local museums, whale biologists, museum planner as well as managers from the nearby rocket range. The creation of a new whale attraction for both local people and tourists is therefore desired and supported both locally, regionally and nationally.



“THE WHALE will become a major new attraction in Norway. Andenes is one of the best places in the world to experience whales and The Whale will highlight the status of the area as a leading destination for people interested in whales and nature.”

Børre Berglund
CEO

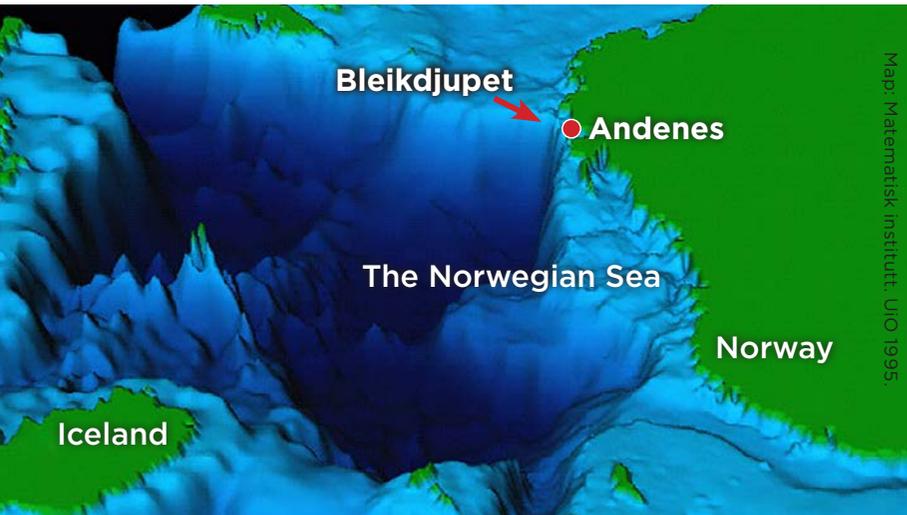
THE MOST IMPORTANT purpose of THE WHALE is that it allows more people to get in contact with whales, nature and new science. Whales are inherently interesting and they're also great ambassadors for the marine environment and climate, and they can contribute to generate more spotlight on broader, important topics like resource management, climate change and nature conservation.



2021 marks the beginning of the **The United Nations Decade of Ocean Science for Sustainable Development**. Through collaboration with researchers,

fishermen and organizations within marine biology and the environment, THE WHALE will strengthen the knowledge about our oceans and create a greater interest for marine life among children and adults.

Sustainability is important for THE WHALE. We will take sustainable choices in the selection of materials during construction, but also in the operation and the maintenance of the attraction. The building, exhibitions and activities in THE WHALE will be developed with climate and environment in mind, as we also will strive to strengthen the local value creation whenever possible.

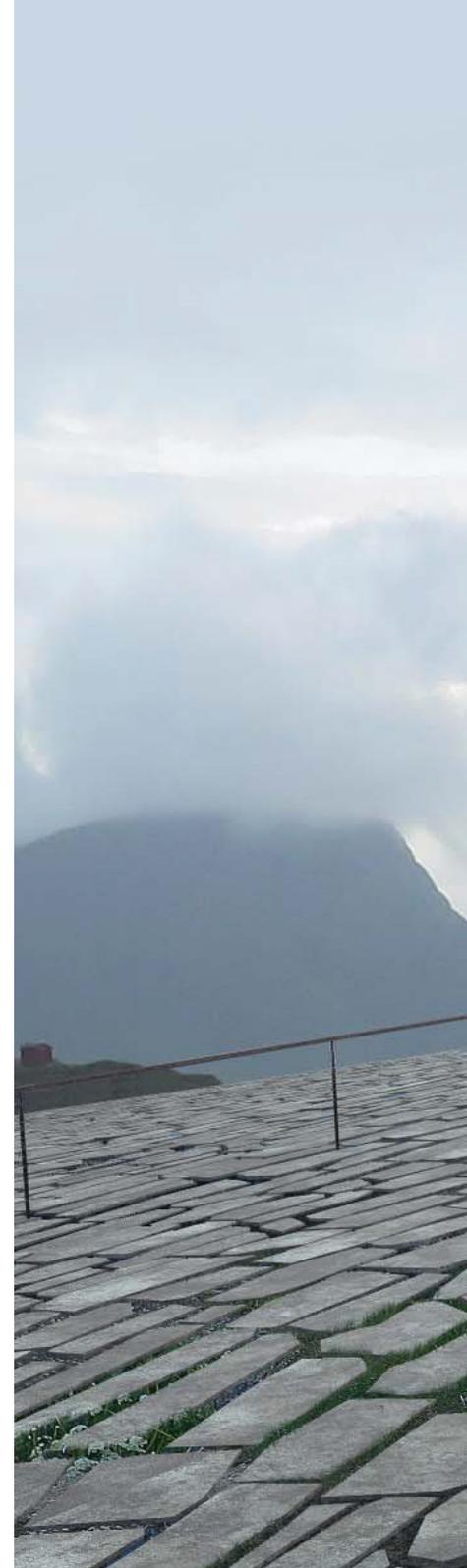


ANDENES IN NORWAY is one of the best places in the world to see whales all year round. It is the place in Europe where the drop-off from the continental shelf to the oceanic depths is closest to shore. Upwellings and currents bring nutrients to the surface and together with the continuous hours of light in the Arctic summer, ensure a high productivity in the ocean, bringing life to a whole range of species, from fish to seabirds and whales. The deep-sea canyon, "Bleikdjupet", stretches almost to land making it possible to get from land to the deep water in a short boat ride. "Bleikdjupet" is the prime feeding area for sperm Whales. They prefer deep water habitats and thrive on prey found deep down in the abyss.

The aim of THE WHALE will be to bring fascinating stories of whales to people in a new visitor centre and to highlight and underpin the position of Andenes as the prime destination for people interested in whales and their environment. The overall vision for THE WHALE is to celebrate whales and their relationship with man through science and art.

THE WHALE WILL BE UNIQUE; it is not a natural history museum, not a science

centre, not an art gallery, nor a nature-based visitor centre, but a place that takes the best elements from places like these and integrates them into something new. It will be a place where art and science are seamlessly interwoven to create a playful, artistic and unconventional experience. It is an ambition to be a world class attraction, meeting the highest standards in knowledge about whales and their environment as well as in design, sustainability and choice of materials in both the building and the exhibitions.







Captain Geir Maan takes visitors out to see the spermwhales in 1988.
Photo: The local newspaper "Andøyposten".

WHALE WATCHING was established in Andenes in 1988 and quickly grew to become a major tourist attraction. Around 50.000 visitors come to the area each year to see the whales and enjoy other outdoor activities: hiking, bird watching, camping, kayaking and fishing. The number of visitors is increasing and expected to continue to grow.

THE WHALE will highlight the status of the area as a leading destination for people interested in whales and nature. A visit to **THE WHALE** will be an unforgettable part of a stay in Andøy — a place that augments the monumental experience of the nature and the landscape.

Photo: Bjøndal/Lundqvist





“THE WHALE will tell the strong stories about encounters between humans and whales from all over the world. Perhaps the most important purpose of The Whale is to bring more people in contact with the ocean. The visitors become part of an ambitious goal to protect the marine environment and its wildlife.”



Camilla Ilmoni
INITIATOR
Manager marketing & sales





Photo:Camilla Ilmoni

RESEARCH AND COLLABORATION

THE WHALE will play a role in the international scientific community as a partner for whale scientists and as an arena for new knowledge about whales.

Educational material and information that can be to be used at a local, national and international level, will be developed. Collaboration with universities will be established, and our facilities will be offered to researchers and others who work professionally in the field of whales

and marine environments. Strong ties to other research facilities will ensure that. **THE WHALE** will be a junction point for researchers, locals, universities, and students.

The cooperation between the local community and the business community is a key to guarantee that **THE WHALE** will be a lively and relevant institution of Andenes. Shop owners, tourist organizations, whale watchers, fishermen, artists and craftsmen, schools, hotels and restaurants are all important partners in contributing the success of **THE WHALE**.





Dorte Mandrup. Photo: Volker Renner.

In 2019, The Danish architecture firm Dorte Mandrup AS won the international architectural competition with their ground-breaking design of a building that grows out

of the landscape. It rises naturally as a soft hill on the rocky shore as if a giant has lifted a thin layer of earth.

"THE WHALE will be Norway's next stunning visitor attraction"



"Norway is getting a ridiculously cool new whale-watching attraction"



THE NEW BUILDING will become a major new attraction in Norway. Beautifully placed on the rocky shore, with Andenes lighthouse as the nearest neighbor. The panoramic view of the ocean will be spectacular.

The aspiration is that the landscape, the architecture and the exhibitions merge to create an unforgettable and extraordinary experience.

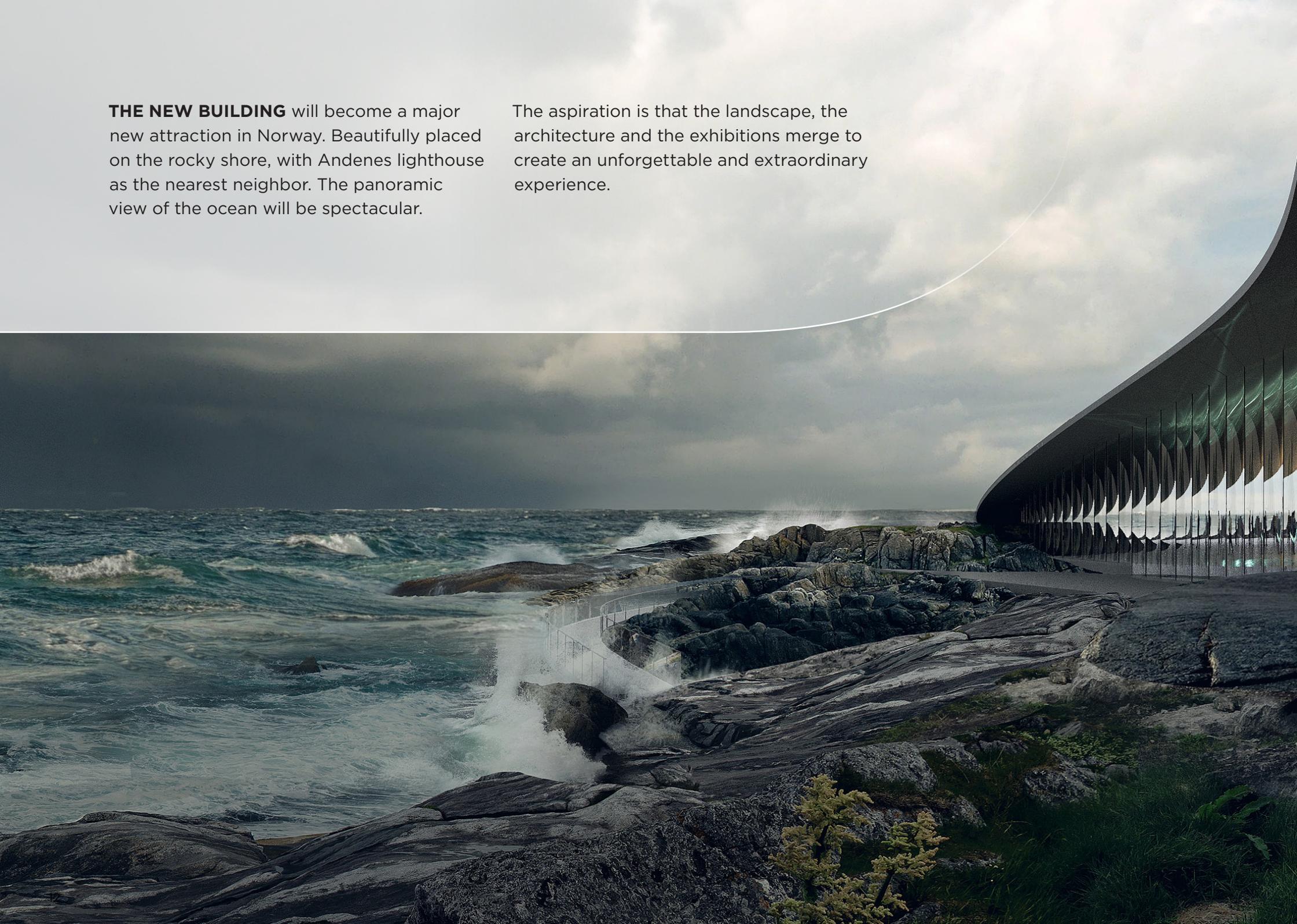








Photo: Simen Bergvik.

THE WHALE will be an unforgettable part of a stay in Andøy. The attraction will be within walking distance of the main street in Andenes and the harbour where the different whale watching companies are located.

The site faces north-west and will be an excellent place to enjoy the midnight sun in the summer and the northern

lights in the winter. The view will be spectacular. A footpath extends from the sandy beach south of the site, past the lighthouse and to the end of a long breakwater north of the site.



Illustration: Mir.

INSIDE THE WHALE – in the indoor exhibitions - visitors will immerse themselves in the fascinating stories of whales and our relationship to them. The overall theme of the exhibition at THE WHALE will be whales – whale biology, whale behaviour, whale distribution, whale evolution etc. And through the exhibitions the underlying theme of man's

IN MANY PARTS of the world people share a deep fascination for whales. Their immense size combined with their secretive and mysterious life below the surface of the oceans are key elements in our attraction towards them. Maybe more than anything we become fascinated by the fact that they are mammals like us and that we recognise in them traits and behaviours that are characteristic of ourselves; like how we care for our young, how we communicate and interact with others, how we play, learn and remember.

relation to whales will be explored. How are we related through evolution? How and why do we value and worship whales? How have ideas about hunting and persecution changed over the years? What does cutting edge whale research reveal about these animals? How are whales depicted in literature and art?





"In both science and art, we work to understand and interpret the world and to share the results with others. Science explores the unknown and tries to give it meaning. We understand with the brain, with our intellect. Art speaks to our heart."



Hanne Strager

Manager experience & exhibition



THE WHALE will be a lively and welcoming place that promotes meetings and discussion and dialogue between visitors, local residents and scientists. THE WHALE will take its audience seriously and communicate to an audience with different interests and background knowledge.

The mission for THE WHALE emphasises that visitors become part of an ambitious goal to protect the marine environment and its wildlife - whales in particular. The philosophy is that this is better achieved through a powerful and poignant experience than through more traditional learning-oriented museum exhibitions.



Illustration: Joakim Engel.

"The exhibitions are not only about what we know but also about the unknown. The mysteries and the things undiscovered are as exciting as the things we know, and here art can help to create new experiences and insights for the audience."





Prototype "The Whale Hanger". Photo by Svein Spjelkavik.

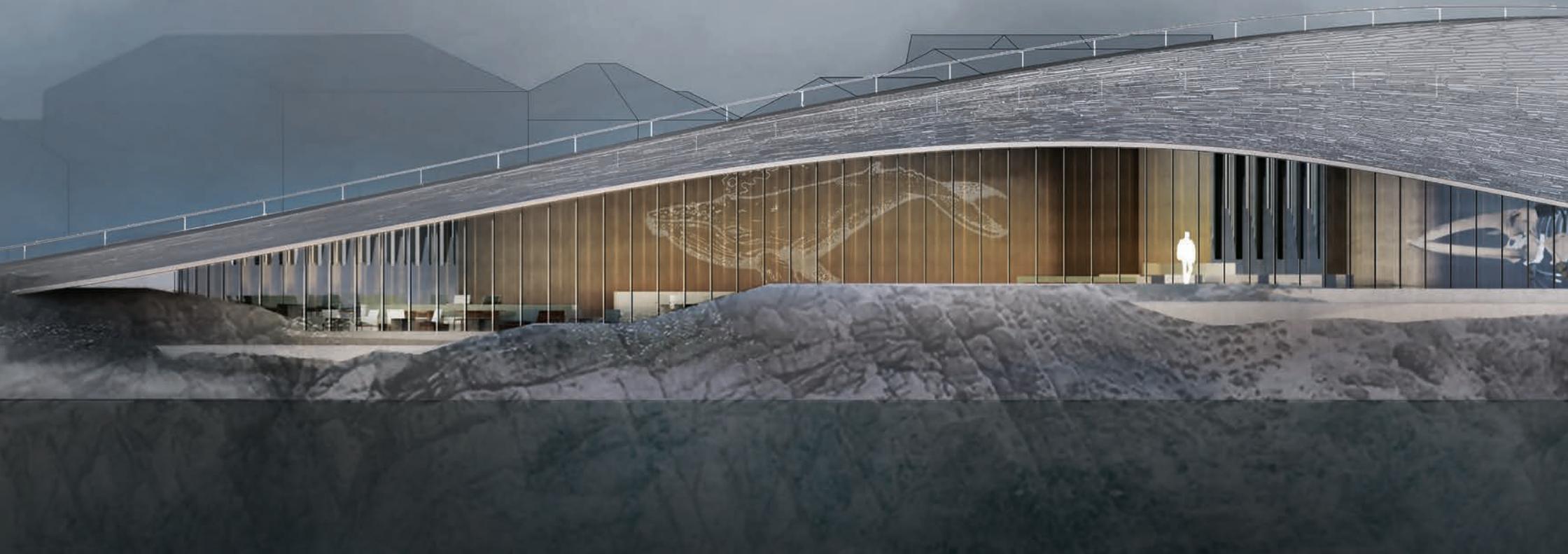
THE SHOP WILL BE an attraction in itself. The combination of a thoughtful design and a specially adapted product range makes the shopping experience unique. Guests know they can get hold of unique things of high quality.

THE CAFÉ AREA will be inviting, with comfortable furniture, fireplace and with a fantastic view. The cafe visit will be just as pleasant and relaxing for families with children as for couples traveling alone and having looked forward to an exciting culinary experience.

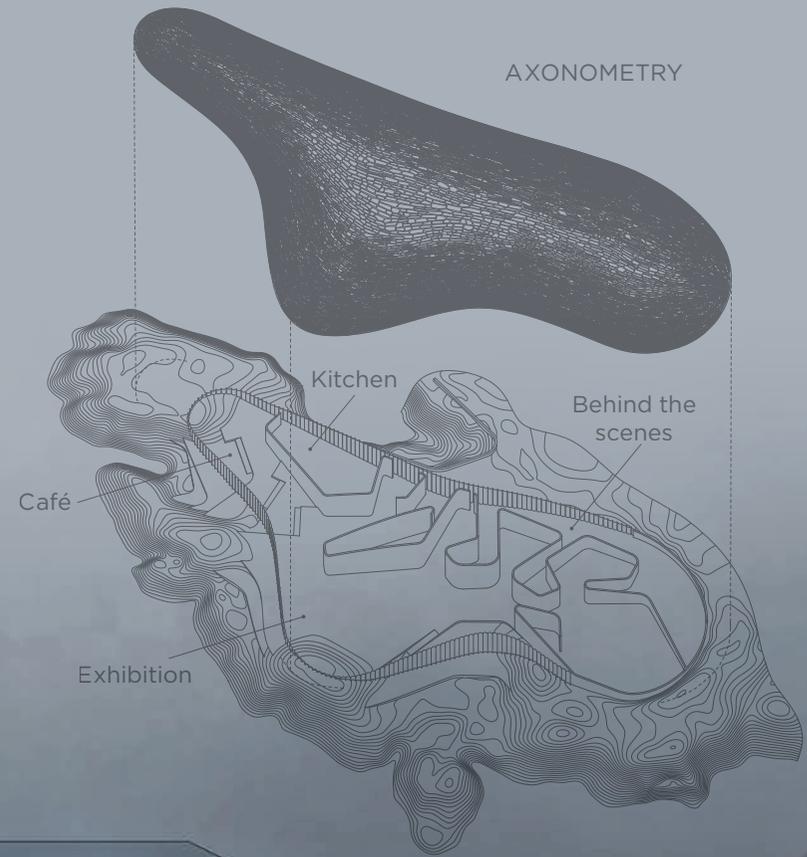




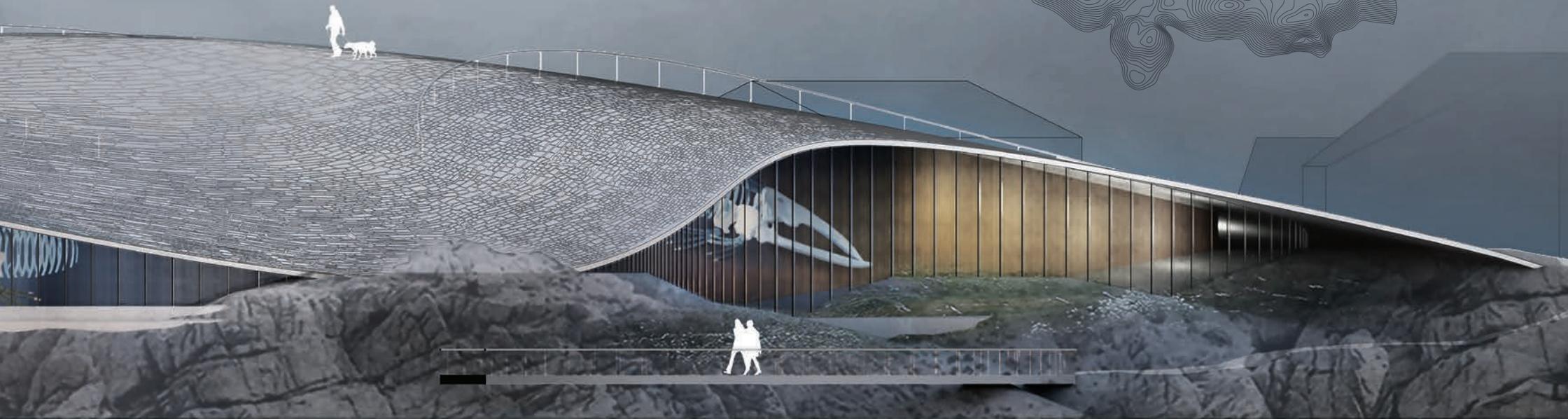
THE WHA



AXONOMETRY



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For more info about Andøy:
www.visitandoy.info



S/MSKAP



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