

Shop of the year 2010

THE NJÖRÐUR SHIELD



Jón Gnarr Mayor of Reykjavík and Helga Jónsdóttir

Gullkúnst Helgu – Shop of the year 2010

Gullkúnst Helgu was granted Njarðarskjöldurinn „Shop of the Year“ 2010. The Njörður shield, now being awarded for the fifteenth year, is an encouragement award from the City of Reykjavík, Our City Centre, Global Blue, Iceland Refund, The Association of Merchants and the Federation of Icelandic Trade. The aim of granting the award is to encourage improved service in shops for tourists in Reykjavík.

Njörður, with whom the shield is associated, was originally a fertility god but later a god for seafarers, and was said to be a money-lover. At this time, seafarers often pursued trading and so it is applicable to associate a yearly encouragement award to tourist shops with a god of sailing and trade. When nominating the Shop of the Year, an attempt is made to reward a shop that has achieved success in sales and marketing to visitors. The shop should show initiative and originality, provide good customer service and employ staff with good product knowledge and language skills. In addition, an assessment is made of the shop's appearance, lighting, and approach.

Gullkúnst Helgu was founded in 1993 by Helga Jónsdóttir and her husband Hallgrímur T. Sveinsson. With its wide open spaces and beautiful treasures displayed in glass casting, Gullkúnst Helgu specializes in handmade jewellery where the goldsmiths of the company use their creativity to make beautiful collections of unique and original handmade pieces.