

The Culture Houses and the Community Integration of Kópavogur



Kyle Harding, Kevin Mercier,
Ben Steeves, & Jordyn Van Minos

07 October 2019

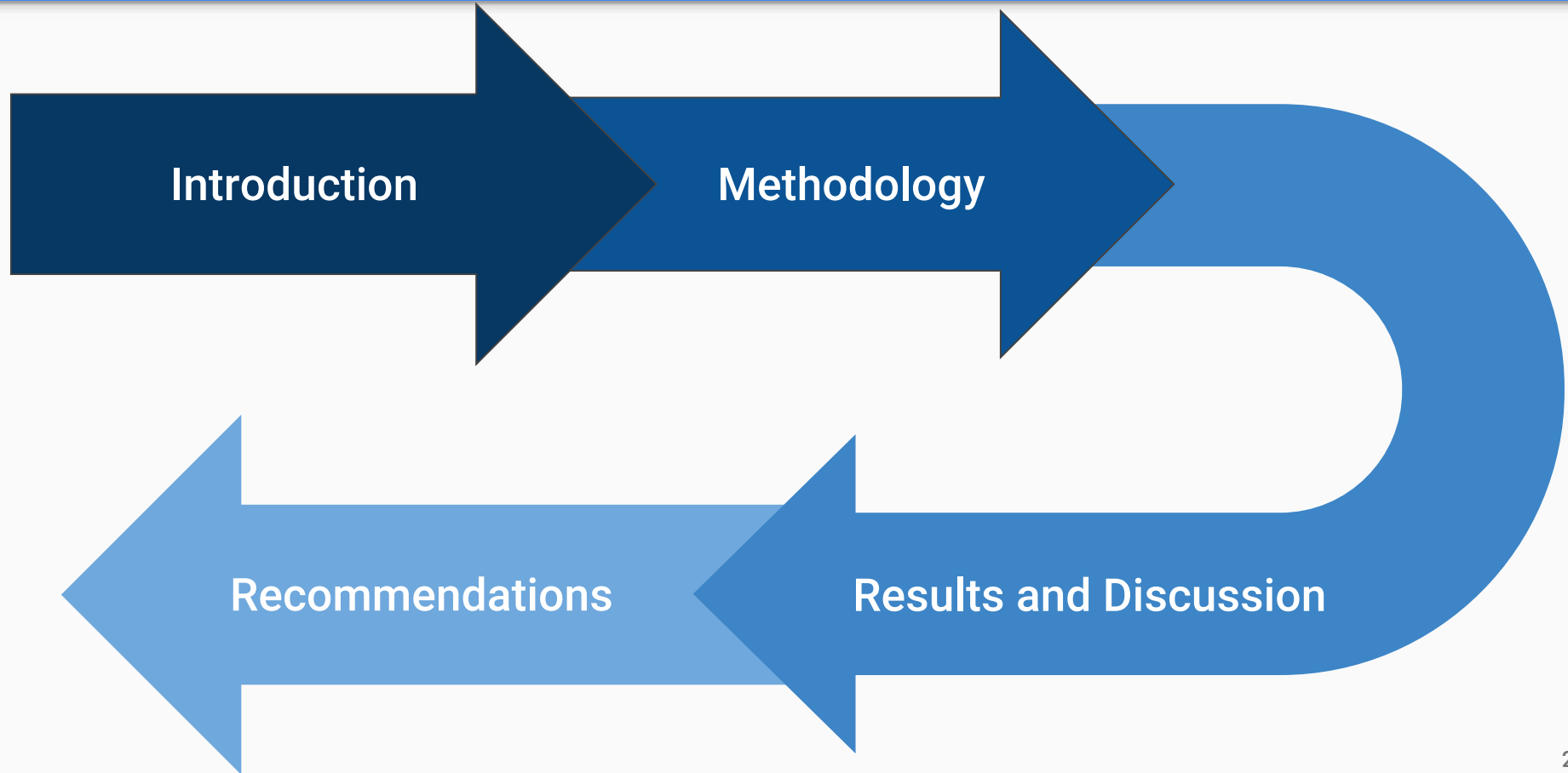


WPI

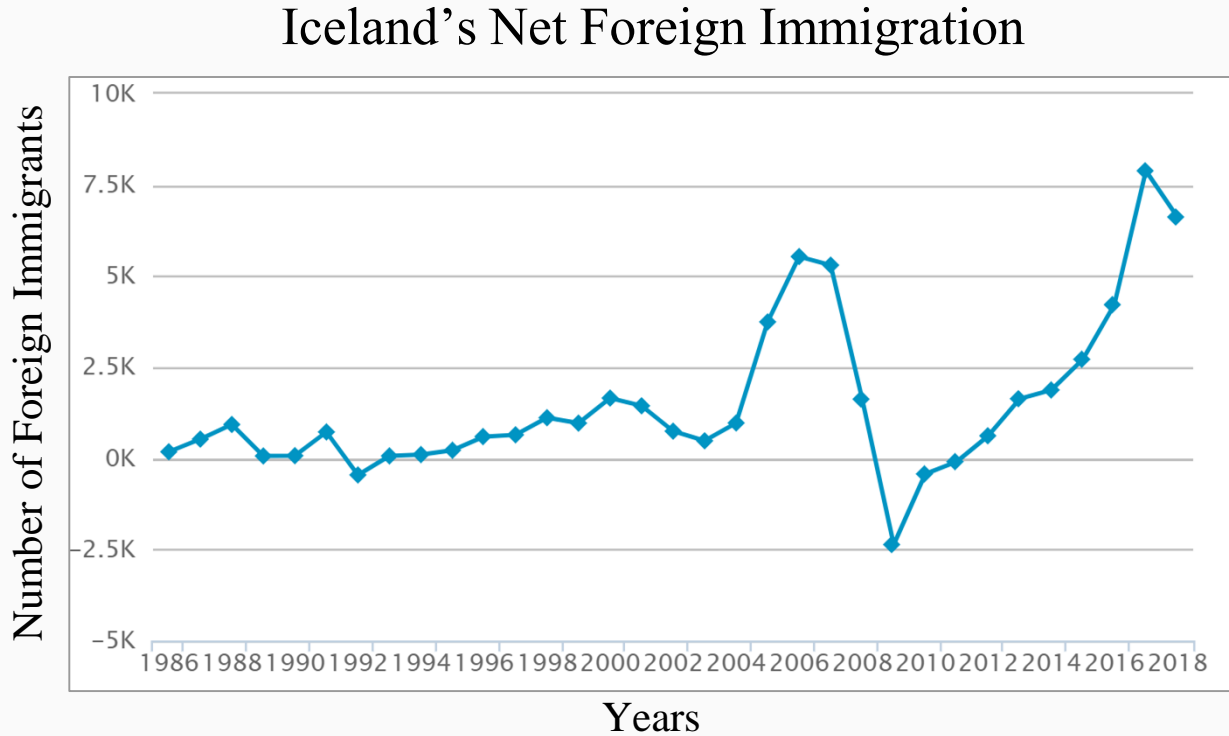


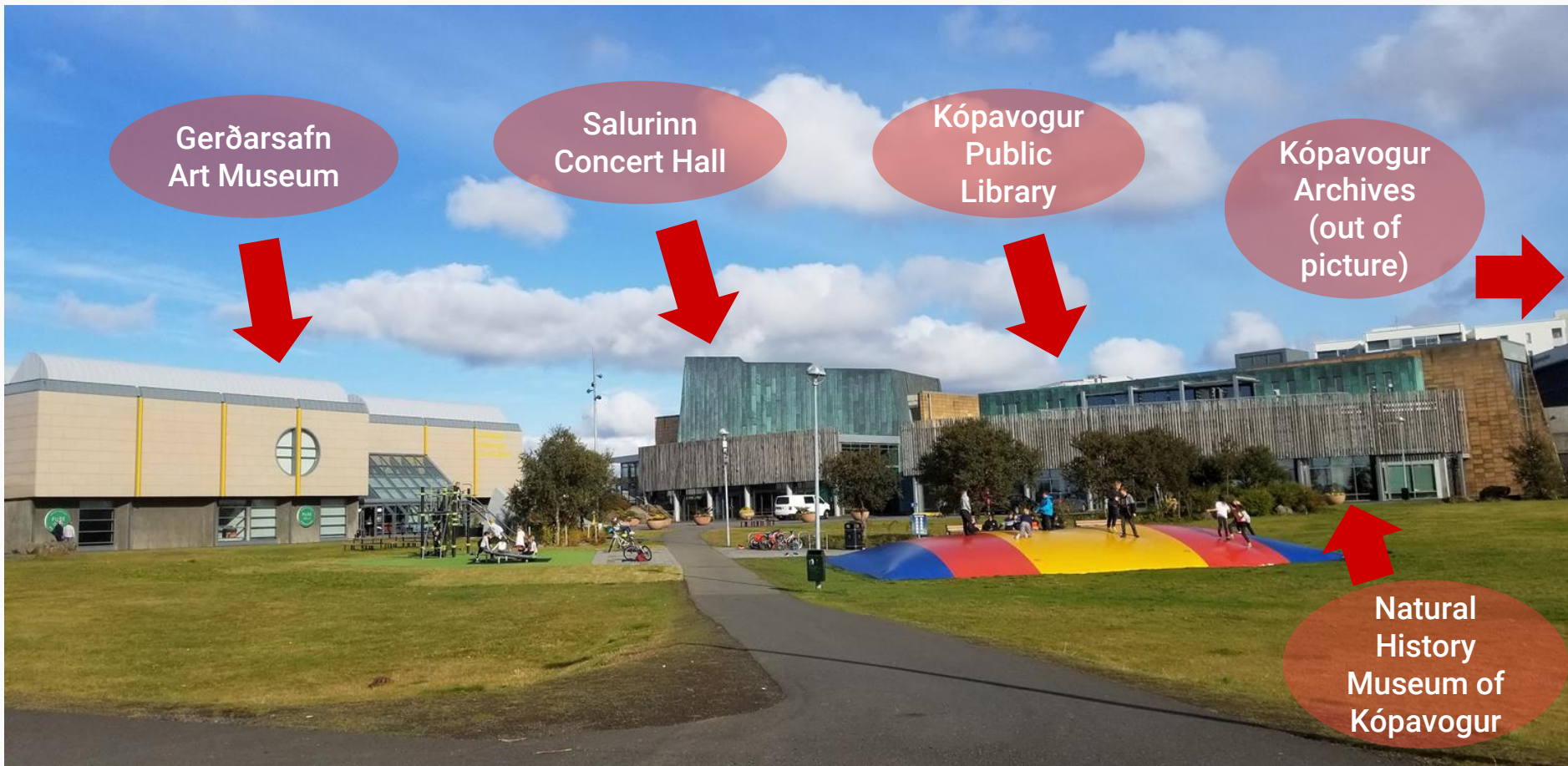
Kópavogsbær

Road Map



There has been a recent increase in immigration to Iceland.





Gerðarsafn
Art Museum

Salurinn
Concert Hall

Kópavogur
Public
Library

Kópavogur
Archives
(out of
picture)

Natural
History
Museum of
Kópavogur

The Culture Houses serve the Kópavogur community.

The Culture Houses host weekly events.



**Recycling workshop |
Family event**

Let's recycle and create new
from old!

05.10.2019 13:00

Náttúrfræðistofa Kópavogs

ARANGUR LÍMIVERFSMÁLUM



**Kópavogur sorts and
recycles | Culture
Wednesday**

How to sort and why?

09.10.2019 12:15

Náttúrfræðistofa Kópavogs

Goal:

Assess the Culture Houses' events to enhance the organization's vision of being a safe, diverse, and culturally stimulating resource for the community.

Objective 1:

Event Demographics

Objective 2:

Attendees' Experiences

Objective 3:

External Perceptions

Objective 4:

Develop Recommendations

Current Attendees Paper Survey

Age	<input type="checkbox"/> 18-30	<input type="checkbox"/> 30-40	<input type="checkbox"/> 40-50	<input type="checkbox"/> 50-60	<input type="checkbox"/> 60-70	<input type="checkbox"/> 70-80	<input type="checkbox"/> 80+
Gender	<input type="checkbox"/> Female		<input type="checkbox"/> Male		Other:		
Nationality	<input type="checkbox"/> Icelandic		<input type="checkbox"/> Polish		Other:		
Language	<input type="checkbox"/> Icelandic		<input type="checkbox"/> English		<input type="checkbox"/> Polish		Other:
Reason for attending event							
Improvements for the Culture Houses							
We would love to learn about your experience. If want to provide more information in an in-depth interview, please leave your email here:							

Surveys showed a majority of attendees at the events were Icelandic.

Participants' Nationalities at Culture Wednesdays



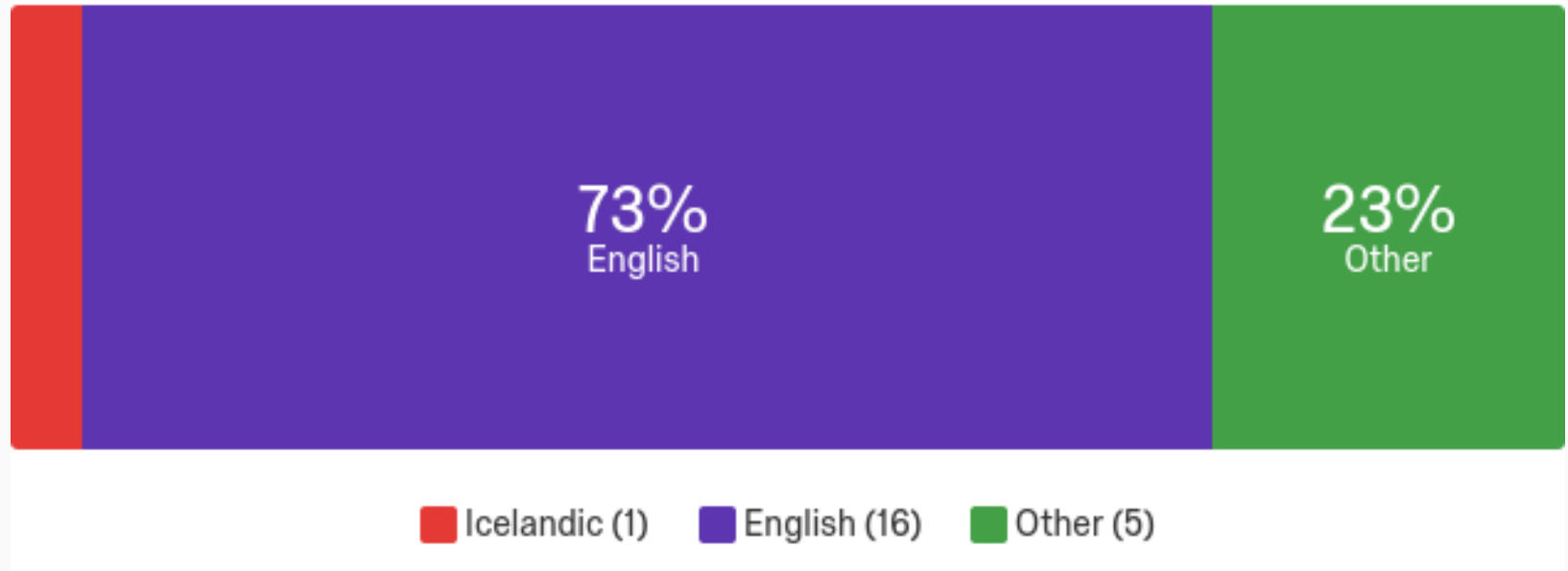
Surveys showed a majority of attendees at the events were Icelandic.

Participants' Nationalities at Family Saturdays

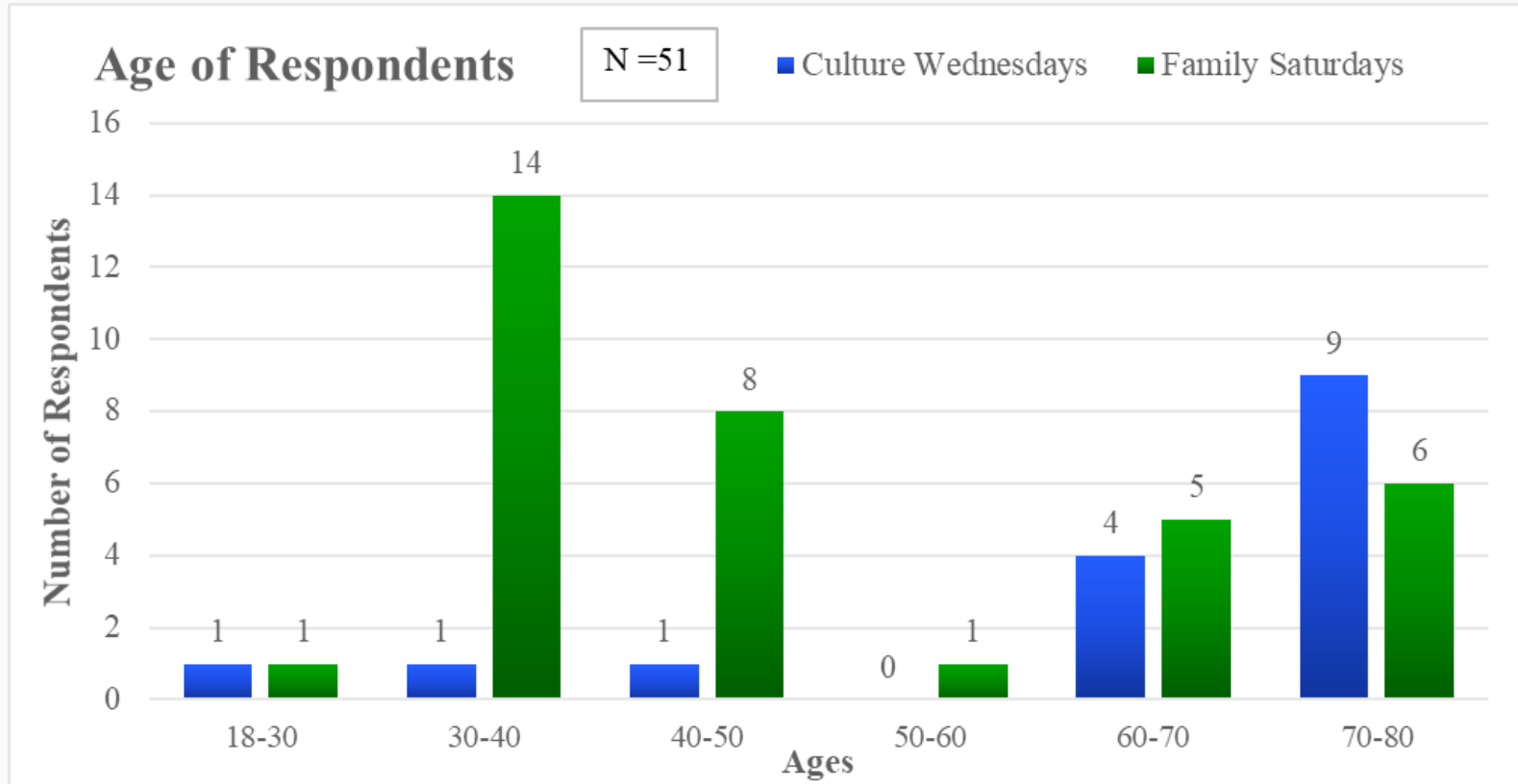


Surveys showed a majority of attendees at the events were Icelandic.







Secondary Languages of Family Saturday Participants



A diverse age group attended Culture Wednesday and Family Saturday events.



Survey Participants' Social Media Usage

N = 35	Everyday	Once every three days	Once a week	Once every two weeks	Once a month	Never
 Snapchat	12	1	7	1	3	10
 Facebook	26	0	3	0	4	2
 Twitter	4	0	2	0	3	23
 Instagram	18	4	1	0	3	6
 Youtube	10	4	8	5	4	2
 Pinterest	3	4	3	3	7	12

The Culture Houses provide an array of culturally diverse events.



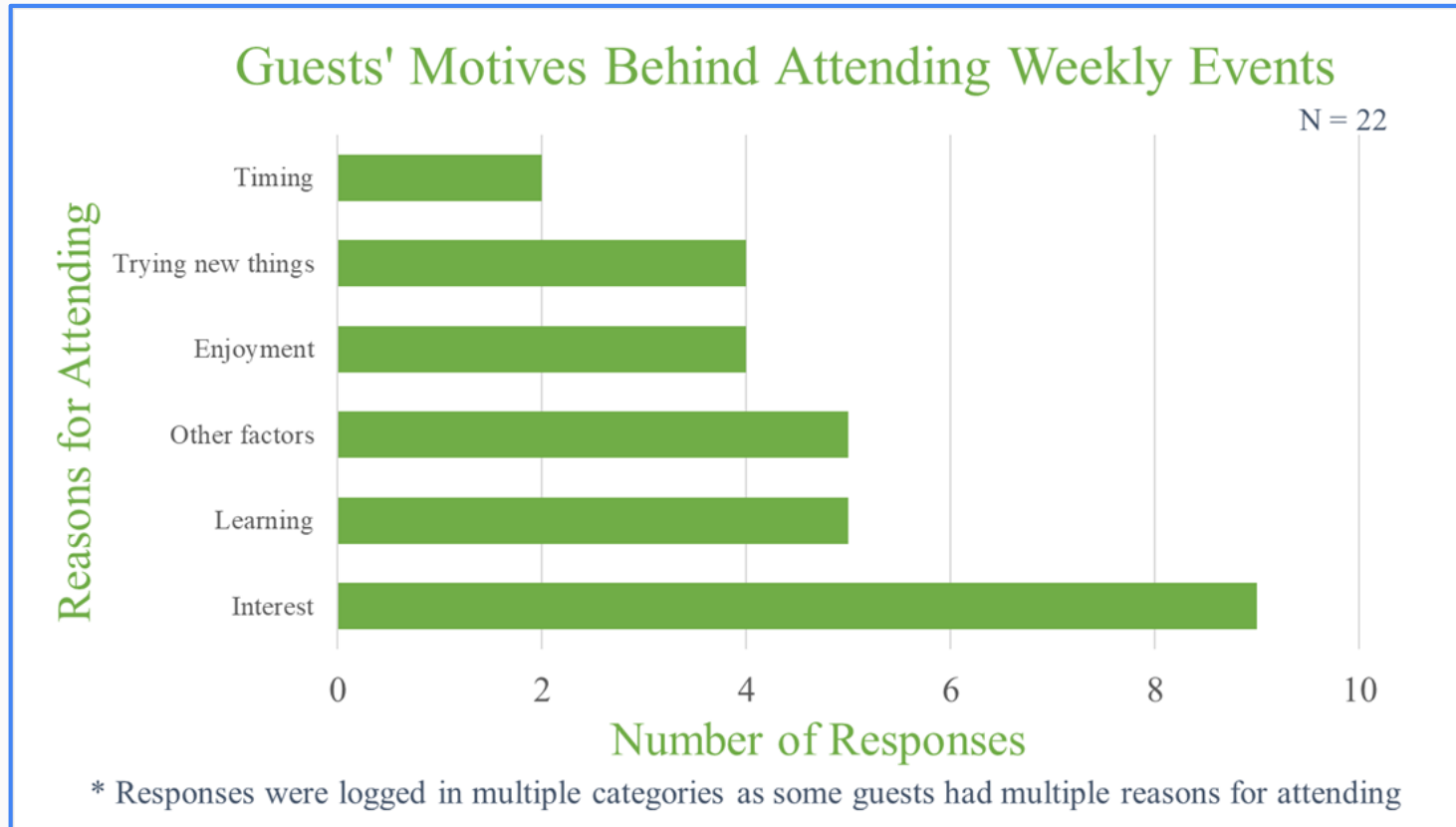
Culture Wednesday events are designed for the appreciation and education of different cultures.



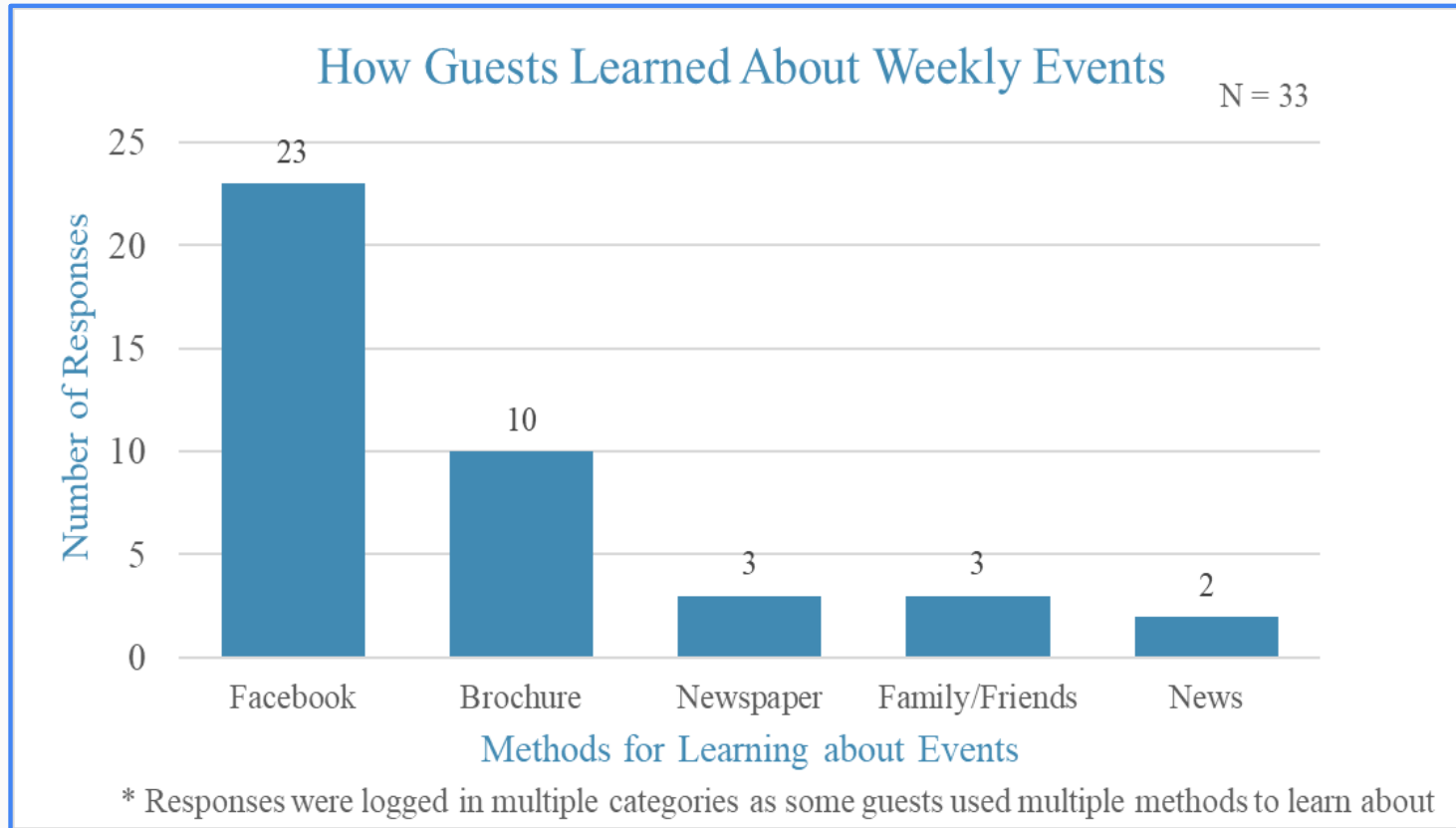
Family Saturdays are family-oriented and great for children.



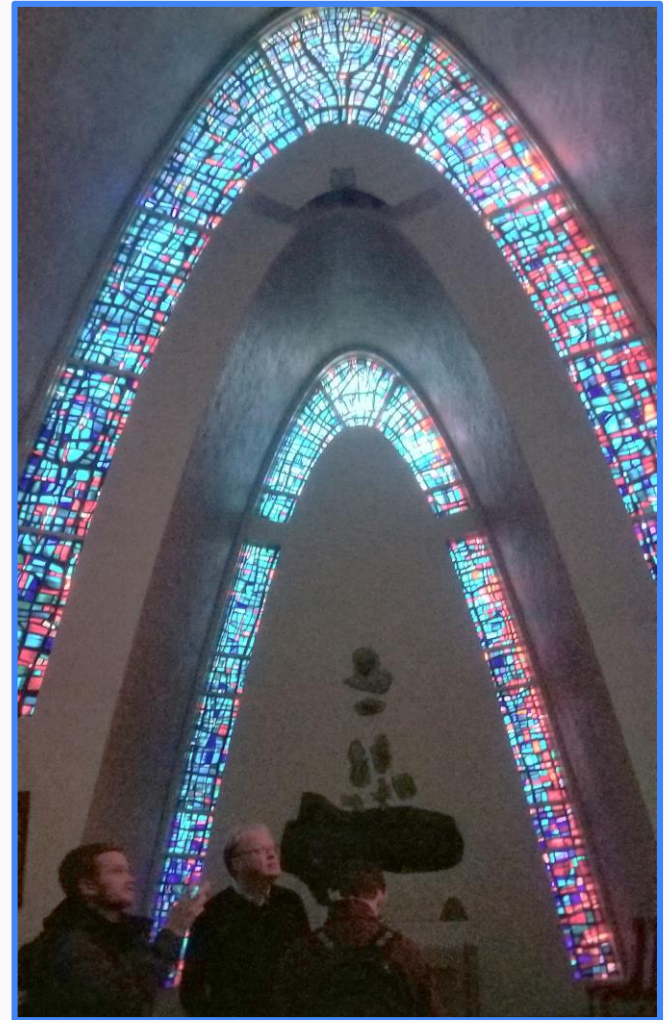
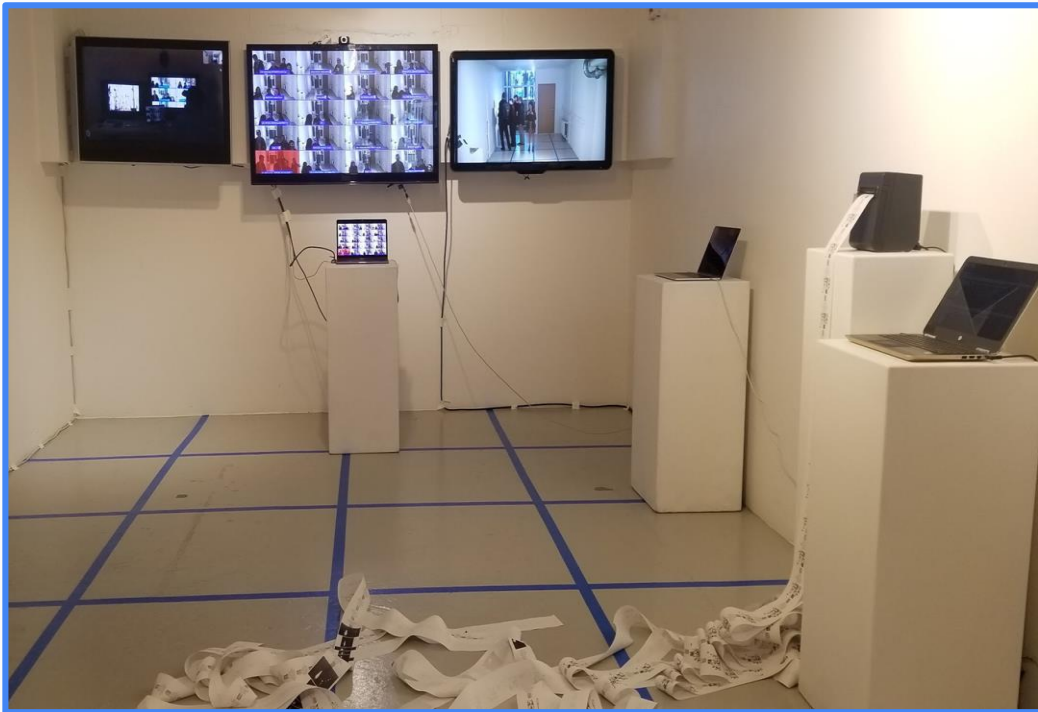
Interest in the event topic was the main reason guests attended events.



Facebook and brochures were the primary promotional methods for the events.



Local organizations reach out to the community through visual arts.



Schools in Kópavogur teach students through multicultural art projects.



Music schools use songs to build sense of community in their students.



Enhance Social Media Presence



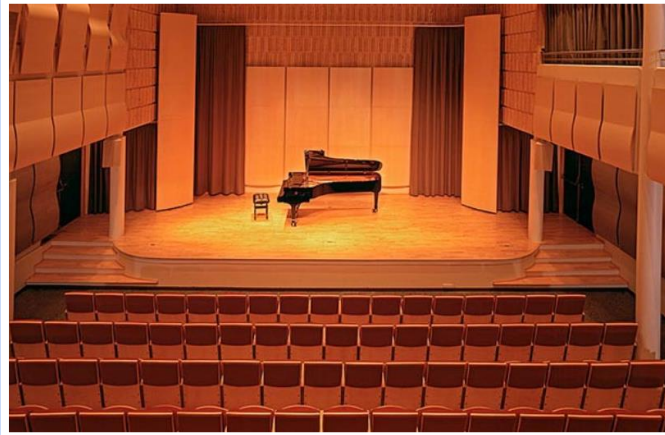
- Facebook groups

Collect Additional Participant Data



- Facebook polls
- Permanent feedback survey

Collaborate with Community Organizations



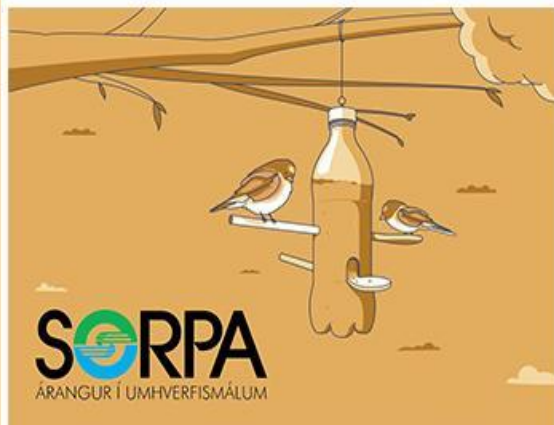
Improve Community Relations

- Paired family events
- Events in English



Culture House: Family Saturday Events

Recycling workshop
Family event



Let's recycle
and create
new from
old!

05.10.2019 13:00

Náttúrfræðistofa Kópavogs

To catch the light workshop
Family event



Experiments
with charcoal
and a
kneaded
eraser!

12.10.2019 13:00

Gerðarsafn



@menningarhusinikopavogi



Culture Houses of Kópavogur, Hamraborg 4, 200 Kópavogur

Attract Underrepresented Attendees

- 18-30 year-olds
- 50-60 year-olds



- Icelandic language learning events

Additional Recommendations



- Virtual reality exhibit
- Childcare service

Conclusion



Acknowledgements

We would like to thank Ms. Hrafnildur Gissurardóttir for her continuous guidance during our project. We would additionally like to thank the project managers and the other staff of the Culture Houses of Kopavógur for their support.

Furthermore, we would like to thank Professor Fred Looft and Professor Ingrid Shockey for advising us throughout our project.

Lastly, we would like to thank the community organizations that have provided input for our project, along with the attendees that took time to time to answer survey and interview questions.

Thank you!

Image References

***Figures without citations were produced by our project team**

Encore Tours (2019). Retrieved from <https://www.encoretours.com/browse-performance-venues/iceland.cfm>

Culture Houses of Kópavogur. (2019) Retrieved from <https://menningarhusin.kopavogur.is/en/events>.

Menningarhúsin í Kópavogi/ Culture Houses of Kópavogur. (2019, September 5) Great and well-attended guidance on the exhibition Utlína took place in Gerdarsafn 28.8. 2019. <https://www.facebook.com/menningarhusinikopavogi/> [Facebook update]. Retrieved from <https://www.facebook.com/menningarhusinikopavogi/posts/2110713092366111>

Menningarhúsin í Kópavogi/ Culture Houses of Kópavogur. (2019, September 5) Sr. Sigurður Arnarson educated guests about the stained glass of Gerðar Helgadóttir at Kópavogskirkja Church on Culture on Wednesday, August 21st. 2019. <https://www.facebook.com/menningarhusinikopavogi/> [Facebook update]. Retrieved from <https://www.facebook.com/menningarhusinikopavogi/posts/2099164023521018>

Statistics Iceland (2019). (Adapted) External Migration. Retrieved From <https://www.statice.is/statistics/population/migration/external-migration/> Visit Reykjavík. Culture Hill. Retrieved from [https:// visitreykjavik.is/culture-hill](https://visitreykjavik.is/culture-hill)