



Beyond your expectations

Dubai and Iceland. Just the mention of these two places creates distinct images in your mind, doesn't it? Or at least, it does for me. One is the land formed by fire and ice. The other is a desert turned metropolis.

Over the last several years, we have watched Dubai become a major city. There are ever-taller and bigger buildings, man-made islands and even a ski slope in a desert mall. My expectation of Dubai is that it's a land of extreme heat and endless skyscrapers. And somehow, I can't wait to check it out.

As for Iceland, sure I'd seen photos of the Blue Lagoon and those horses, but I have to admit I did not have much of a picture in my mind of what it would be like before going there. Thus it was a bit of an adventure into the unknown for me.

MAYBE BECAUSE OF THIS, I WAS QUITE SIMPLY BLOWN AWAY BY THE STRANGE BEAUTY OF THIS RATHER DESOLATE BUT STUNNING ISLAND near the Arctic after traveling there this summer. You can get a glimpse of what I am talking about in the article *The Wild Side of the Land*.

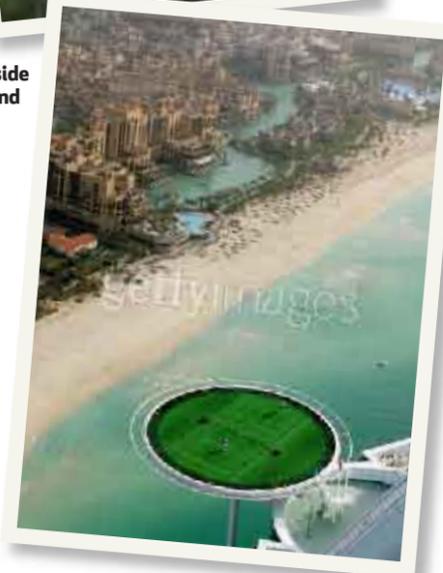
And while I have not been to Dubai yet, I have built up all those expectations about it. When you think you know so much about a place, it makes it more difficult to travel there. You become afraid that it won't be as good as you hoped. David Kaufman, who writes about Dubai in this issue, says before his recent trip there: "Despite Dubai's modern marvels and nouveau-riche gentility, I remained skeptical – unsure if the city would live up to its endless hype in these endlessly overhyped times."

Luckily for David, the place not only lived up to his expectations, it also exceeded them. Find out the details in *Bold, New World: Dubai*.

Somehow, it is a nice surprise to be in awe of your surroundings in these "overhyped times." Have you been anywhere lately that more than met your expectations? If so, let me know the where and the why.

SANDRA CARPENTER
Editor in chief
sandra.carpenter@sasmedia.se

Natural beauty outside Reykjavik and spectacular buildings galore in Dubai.



SCANORAMA

PUBLISHER
Magnus Lindvall

EDITORIAL
EDITOR IN CHIEF (acting)
Sandra Carpenter
(responsible under Swedish press law)

SENIOR EDITOR Thomas Sjöberg
ART DIRECTOR Annika Sundström
LAYOUT Annika Olbin
PICTURE EDITOR Ann Sundblad
COPY EDITOR Jennifer Palley
e-mail: firstname.lastname@sasmedia.se

DEPARTMENT EDITORS Charles Ferro, Rob Hincks, Inger Merete Hobbestad, Evan Rail, Risto Pakarinen
Tel: +46 8 797 03 00, Fax: +46 8 797 53 15

DISTRIBUTION
Carina Wuolikainen Eklund
e-mail: distribution@sasmedia.se

PRODUCTION
Annica Sunnerfors
Tel: +46 8 797 03 45, Fax: +46 8 797 53 15
e-mail: annica.sunnerfors@sasmedia.se

SAS MEDIA ADVERTISING SALES
Sweden/Finland
SALES DIRECTOR Catarina Berggren
Kerstin Adell, Display adv
Christina Arrhénborg, Display adv
Joakim Lind, Display adv
Annika Stiernspetz, Sales & booking coordinator
Tel: +46 8 797 03 00, Fax: +46 8 797 53 15
e-mail: firstname.lastname@sasmedia.se

INTERNATIONAL SALES DIRECTOR Anita Wollroth
anita.wollroth@sasmedia.se
Tel: +46 8 797 03 47, Fax: +46 8 797 53 15

Norway
Mona Hellund
Siri Danielsen
Siri Sømme
Tel: +47 22 70 32 40, Fax: +47 22 70 32 41
e-mail: firstname.lastname@aspectus-media.no

Denmark
Ulrik Brostrøm
Morten Petersen
Tel: +45 33 85 30 09, Fax: +45 33 85 30 01
e-mail: firstname.lastname@sasmedia.dk

Scanorama is published by SAS Media AB
SE-195 87 Stockholm, Sweden
www.sasmedia.se
MANAGING DIRECTOR Lennart Löf Jennische

SAS Customer relations
www.sas.se/feedback

Scanorama is distributed ten times a year by SAS. Opinions expressed in this publication are those of the authors or persons interviewed and do not necessarily reflect the views of the editors, SAS Media AB or Scandinavian Airlines. All rights reserved. Material in this publication may not be reproduced in any form without written permission. Please note that unsolicited manuscripts, photographs and illustrations are not accepted. Scanorama accepts no responsibility for such material sent to its office, nor is it liable for loss of, or damage to, such material. All editorial material in Scanorama is digitally stored and may be republished by SAS Media AB or its clients, either in printed form or in various digital media. Persons contributing material to Scanorama consent to digital storage and republication. Any reservations against this should be made before publication. All correspondence to Scanorama may be published.

