

**nord**e

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nordge Xperiences partners



## nordge Xperiences

For 2 years the world stopped during the covid crisis, and our explorations as well. We kept working on the Nordge project, and looked for inspiration even on those dark times. The sporty ones got back on tracks during spring 2022, and it is now time to continue the adventure.

We like to share our experiences on Nordge, with a professional approach. Our aim is to motivate french travelers to join the northern land and encourage them to choose products we specially picked : good quality, eco-responsible, made to last and to keep for a long time.

We don't want to make another touristic brochure but to inspire and motivate those who want to live an unique and eco-responsible experience, far from the mass tourism.

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Kat Claude  
Team's member

nordge Xperience  
is a new way  
of travelling

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# Summary

05



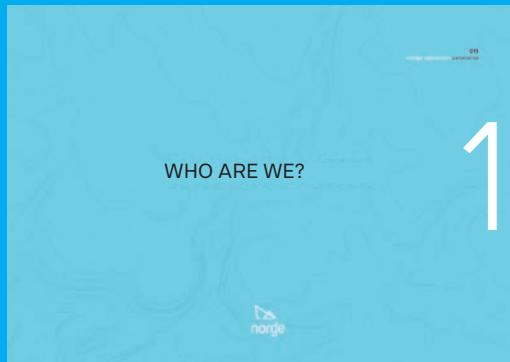
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Find a good track in Lofoten

WHO ARE WE?

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Finding your artistic path  
in the Lofoten Islands

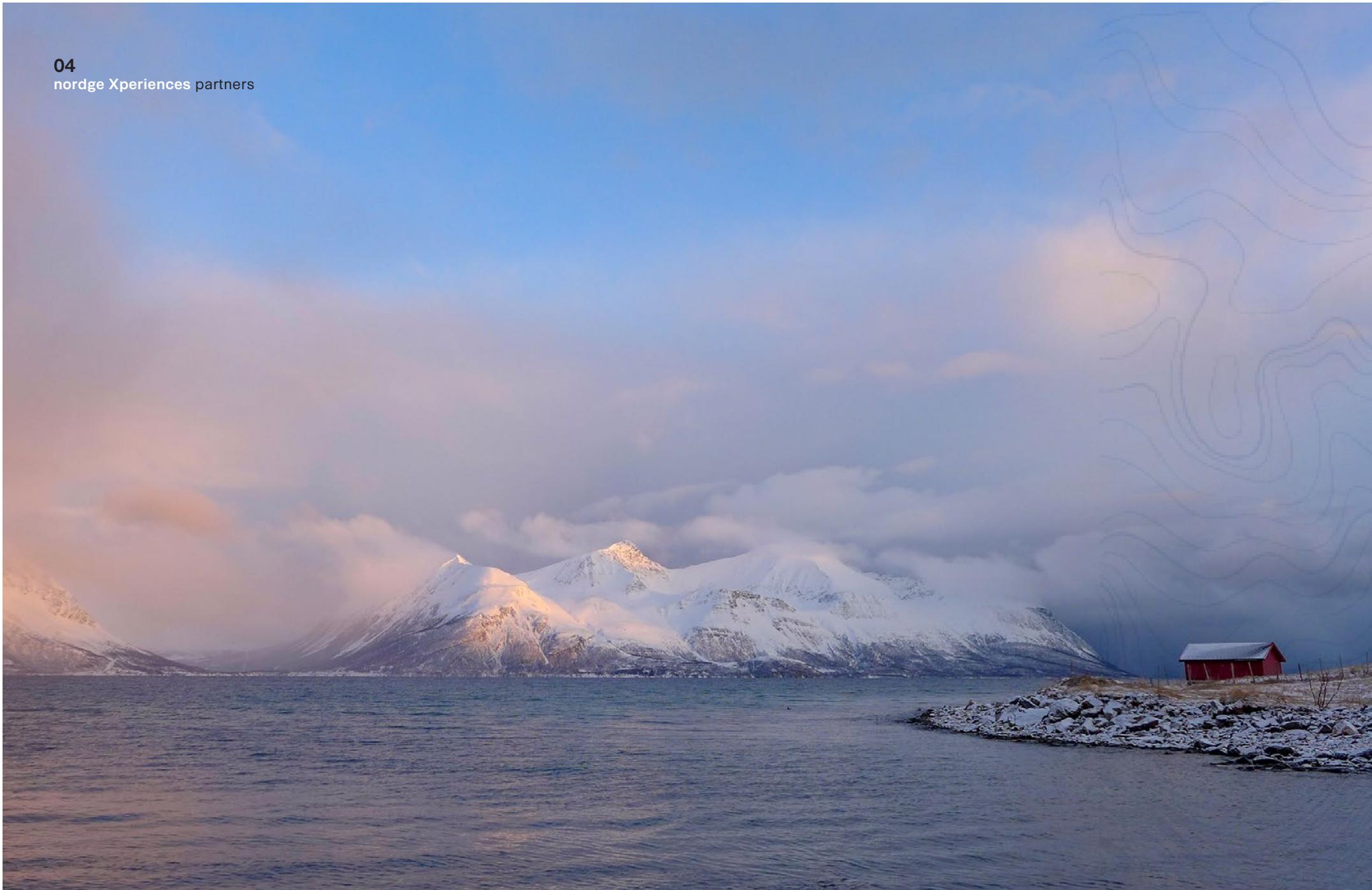
23



understand water, snow,  
the elements in iceland

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05

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# BECOME PARTNERS NORDGE





# To share your story, your values, your experiences and your products.

**Wondering, dreaming and travelling... Nordge is about adventures and discoveries tales of Norway, with one purpose: to pass our love for this country, share our emotions when we are in front of those wild and beautiful landscapes. We love to find new ways to wander on those preserve lands and in following the steps of the locals.**

**To associate you to our travel diaries, is to showcase in an original way your products.**



In the team, we have some hidden talents that allow us to highlight experiences, races and encounters. Our goal is to work with the best for everything: best people to accompany us and the best sports gear to support our adventures.



That's why we work alongside mountain professionals to supervised the adventurers, sailors and filming crews.

**The final results will live up to our ambitions and your expectations.**

# We are looking for 3 types of partnerships:

## Institutional and logistic

to assist us with the organization.

## Sports gear and clothing

to test and make good quality images with the latest products.

## Shopping partners

to show us the new products and innovations,  
and to share with our readers.



# What you get with the partnership

- Photo and video production that will illustrate our articles on Nordge, that we will share with you to use on your own platforms of communication.
- Editorial content, storytelling, portraits, and narratives of high quality.
- Feedbacks to contribute to the improvements of your products.
- Your brand attached to a specific experience when it's relevant.
- A long term partnership. Your logotype will appear on the footer of the website during the contrat.

**There is no small or large partner...  
Simply the meeting of our common desires:  
sharing your brand universe and your values  
with those you target.  
And for us, the use of products whose quality  
reinforces our requirements of professionalism.**



## Our needs

**Even if we welcome any financial support, we know as marketing professionals that it can be difficult for brands to help finance this type of initiatives.**

We are therefore now looking for partners capable of equipping us with technical equipment and clothing, through donations or test loans as well as exchanges of goods, plane tickets, trains, vehicle rental on site, accommodation, for team members only.

In the future, if our clientele and therefore yours were to grow, we would be able to develop nordge.fr and expand our services with videos, podcasts, online sales...

Opening up and strengthening our services more internationally is our wish with the translation of the site into English. We are also open to establishing real communication strategies, such as the management of content on social networks with professional experts.

## Sharing our adventures without forgetting anyone



### Plane, train and bus tickets

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The plane is without question the fastest and easiest way to travel, but if we can it is best to promote other ways, like trains or buses.

**You are an airline company / transportation company**



### Car rental

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Preferably electric or hybrid cars, or with a low-carbon emission.

**You are a car rental agency**



### Ferry and snowmobile

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For transfers and access to the islands, we are looking for partners who can accommodate us for free. The use of snowmobile is also possible if it is mandatory.

**Hurtigruten or you are a private provider**

## Classic or unusual accommodations

Fishing cabin or isolated house for a few days, or full comfort place well equiped... We are curious to discover unusual places and get out of our comfort zone.

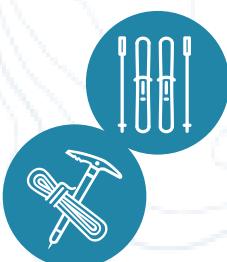
**You are a tourist office, hosting company**



## Touring ski equipment and mountain gear

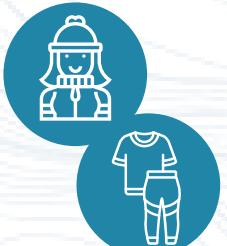
Gifted or leased equipment for the Team.  
Skis, shoes, security equipment...

**You are a sportswear brand**



## Technical clothing, lifestyle or accessories

Gifted or leased clothing for the Team.  
Puffer jackets, shoes, gloves, sunglasses...  
Or urban clothing for the city.  
**You are an ethical brand**



## Equipment rental

For our summer travel the leased of big equipment, like kayaks, sup, surf boards.

**You are a private provider or a local agency**



## Mountain supervision service

Depending on the mountain conditions on site,  
the accompaniment of a guide for half-day or full-day outings.

**You are a private service provider, a local tourist organization**

We are all already equipped with equipment and clothing, but are curious about new and technical innovations. For photos, current clothing and equipment are necessary to best promote the brands that will trust us.

**Pour chaque voyage,  
For each trip, ask for our lists of specific needs.**

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# WHO ARE WE?



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**nordge was created in 2019 by Vincent Thiébaut, a mountain and nature enthusiast. Very quickly, professionals from all walks of life, mountaineers and seasoned athletes, came to join the adventure. They are for nordge: editors, photographers, designer but in everyday life, doctors, CEO, teachers, mountain guides.**

The nordge team is especially passionate about exploring Norway and northern Europe in all four seasons. The adventure is simply written here, without superlatives and without sporting exploits, with stories of experiences in the great outdoors but also

posts and articles on culture, art, heritage, architecture, design, traditions... The richness of Norwegian, Nordic and Sami natural and cultural heritage is self-sufficient.

#### We are focused on quality!

- Human quality of the members of our team, selected friends whom we know personally.
- Quality of the stories told, corrected, rewritten and of the validated information, the enhancement of the experiences by sketches,...
- Technical quality of the site, fluidity, ergonomics and performance monitoring of it in terms of statistics and referencing.



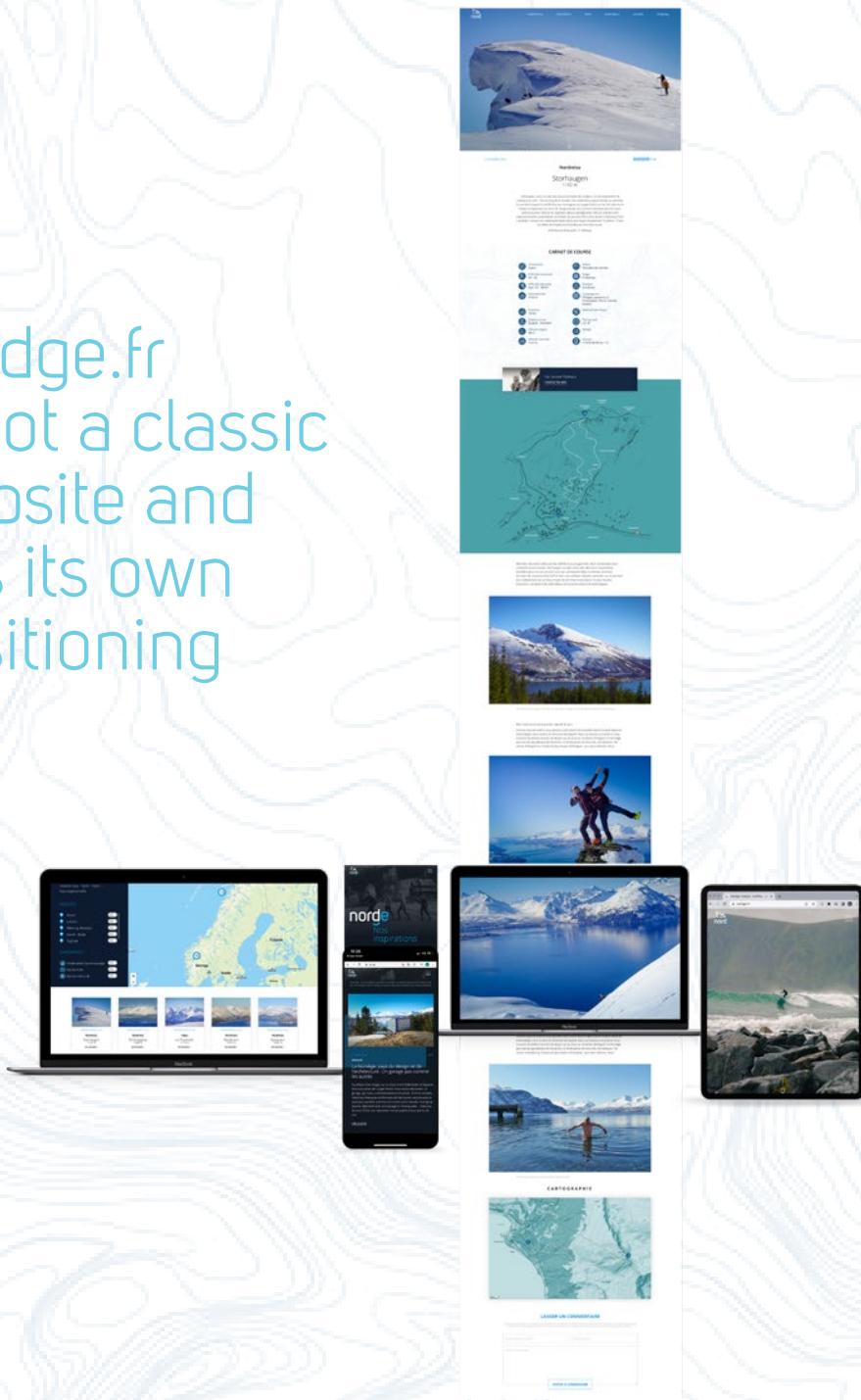
For Vincent Thiébaut, known as “Vince”, Norway is a childhood dream. «Amazed by the stories of an explorer uncle or simply in need of freedom, when I was 18, Scandinavia was my very first trip. This has never ceased to guide my choices».

“Trained in the Plastic Arts of Strasbourg, aesthetics, creation, photography accompanies me on a daily basis. It’s essential in my life.

Currently, CEO of a digital communication agency based in Savoie and Alsace, Thuria. This agency is renowned for its leading and innovative role in new experiential, user and consumer trends.

[www.thuria.com](http://www.thuria.com)

nordge.fr  
is not a classic  
website and  
has its own  
positioning



**nordge.fr is not a site referencing mountain outing topos, nor a travel agency showcase, nor a community platform, nor an application dedicated to performances.**

You will find a lot of practical and necessary information there to organize your next trips and Nordic adventures. For this, the tree structure of the tool is composed of several parts. We were well rewarded for our work when a guide friend who recently returned from his trip told us, “many of my professional colleagues are familiar with Nordge because they find both very useful and passionate additions and teachings. It makes you want to go and that is the main objective”.

- Our experiences: stories of sports activities or observation combine sharing of emotions but also more pragmatic and practical information, certainly less specific than a topo guide, and again, but more lively and more human.
- Our inspirations: personal tickets or more extensive articles to discover the Nordic lands. All topics are addressed with the values of Nordge as a guideline.
- The team: it is a presentation of enthusiasts united by this northern adventure. More or less active, they help to provide content but also to sell themselves to their customers when they are professionals.
- The destination: nordge is a good tool to enrich the most traditional expectations with a new vision of the destination
- The advice: the most important information in the preparation of the trip but also during your stay.
- Our shopping ideas: a section that will gradually expand.

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The nordge Team,  
live and share strong  
moments on  
the northern lands.



**Post-race debriefing, good humor and friluftsliv are not incompatible with the seriousness of a well crafted trip.**

The nordge team is a family united by an intense passion: exploring and sharing.

Inventive and curious, they lead you on side roads. A step aside that always has some great sur-

prises in store. The wonder is there. Far from the culture of the exploit, they never take reckless risks. This makes them transmitters of emotions and providers of unforgettable memories. Those who follow us are not mistaken...



Vincent Thiébaut  
**Skieur, CEO digital communication agency**



Kat Claude  
**Traveler and writer, Doodler**



Bastien Dupuy - [No]  
**Skieur, guide, trainer, researcher in snow science**



Kari Schibevaag - [No]  
**Kite surfer - Schibevaag, Adventures Lofoten**



Hervé Qualizza  
**High mountain guide - Base camp: Chamonix**



Christophe Kugler  
**Sports teacher, University of Strasbourg**



François Hivert  
**High Mountain Guide, Salesman of Dreams**



Matthieu Appel  
**Emergency doctor  
The mountain in the veins**

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nordge Xperiences partners

An excellent french referencing allows us to validate our choices and to believe even more in the viability of our project.

Data as of August 30, 2022 on Google

Data at time t, but it is part of our motivation to publish quality and regular content.

# First position

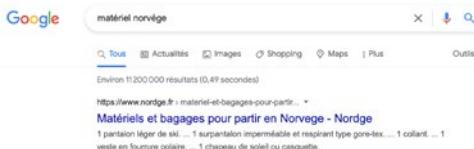
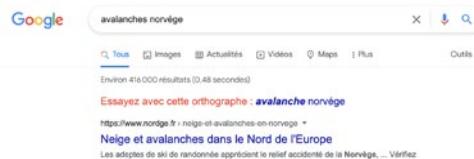
“La récompense du travail bien fait”

Refuge Norvège

Secours Norvège

Avalanches Norvège

Matériel Norvège



# First page

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nordge Xperiences partners

## Pêche Norvège

3rd position

## Traditions Norvège

5th position

## Topo carte Norvège

3rd position

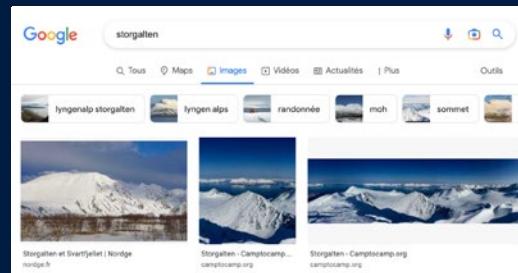
## Climat Norvège

6th position

## Examples of “classic local” experiences \*

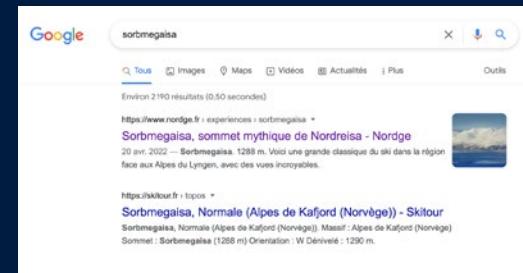
### Storgalten

Position listing “tous” : 4<sup>ème</sup> position  
Position listing “image” : 1<sup>ère</sup> position  
Position listing “vidéo” : pas de contenu



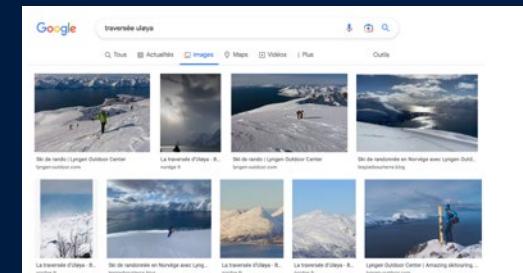
### Sorbmegaisa

Position listing “tous” : 1<sup>ère</sup> position  
Position listing “image” :  
5 images dans les 10 premières



### Traversée Uløya

Position listing “tous” : 1<sup>ère</sup> position  
Position listing “image” :  
4 images dans les 10 premières



\* We strive to regularly improve our performances and currently we are debugging some bad redirects of expériences and inspirations between the listing and the articles...

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# Objective 2023

## A remarkable presence on social networks thanks to a dedicated and ultra-motivated team

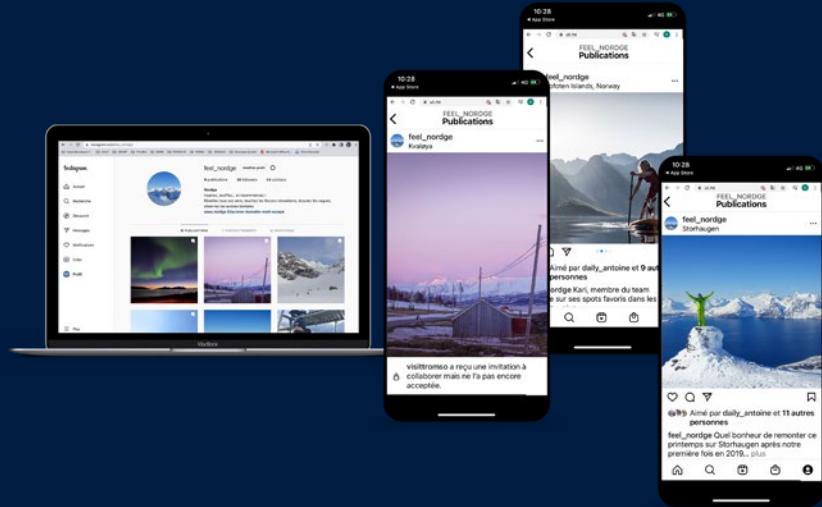
Passionate about words and images, Team Nordge is convinced that it is in the movement that communication is played. Social networks are a playground on which a team of experts has decided to invest. Images, videos, stories, real, direct live... all formats are to be explored. Facebook and Instagram to start, social networks

are offering serious advantages in terms of image. With assets for your brand image: creativity, originality, sharing and rapid growth of a community loyal to your values.

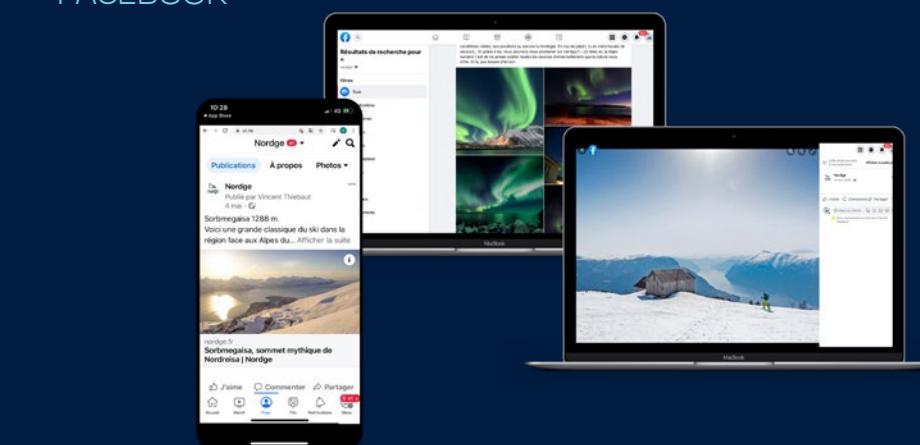
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Antoine Thiébaut  
& François Hivert  
**Nordge's Influencers**

### INSTAGRAM



### FACEBOOK



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PROJECT 1

MARCH 2023

se etter en gode linja i Lofoten





# nordge Xperiences

## Our leitmotiv: how to consume better

We have the will during this trip, to reflect on how to consume a ski holiday in a more responsible way and to make a “carbon” balance sheet as transparent as possible with the difficulties and surprises encountered. We will have to find partners sensitive to this cause, journeys from Oslo by train, travel by hybrid or electric car on site, local food, and other eco-citizen gestures.

Introduce French-speaking skiers to the Svolvaer region through ski experiences and passionate, unusual encounters for offbeat reports, outside of tourist clichés with a non-classical treatment of information. A lighthouse keeper, a cod fisherman, a Sami craftsman, a musher but why not also a ski pastor, a stone collector, an architect of cabins...

Every day,  
a mountain adventure  
and Nordic inspiration

To you, tourist office, we ask you for logistical support and advice to organize our stay and schedule meetings and visits as varied as possible. We know from experience that some spontaneous encounters, the most beautiful and relevant, are the result of chance.

We are also looking for mountain partners, guides, to discuss, help us plan and/or accompany us in the mountains. We are strong alpine skiers and ski tourers but we are aware that the weather conditions and the snowpack are particular here in the Lofoten Islands. We had difficult conditions in April, during a previous trip to the Nusfjord area.

In return, the creation of photo/video/drone content will be free to use for their own communication. In our daily life in France, we are working on this type of collaboration with the largest ski resorts and service providers.

**Antoine Thiébaut**



Image and content producer, motion designer within the family company, Antoine has become familiar with all the practices of sliding, alpine, freeride, tele-mark, surfing,... since a young age. He has been for many years the “child model” for the Ros-signal brand and later with ski resorts like Chamonix, Châtel or Tignes. He has been ski touring for many years.



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**This season marks the beginning of his active collaboration with nordge by managing his instagram account.**



**Thuria: some mountain references in recent years:**

Branding : Châtel, Simond, Fromage d'Abondance  
Digital : Savoie Mont-Blanc Tourisme, Gavarnie, Beaufortain, Montagne du Jura, Massif des Vosges  
Retail : Chamonix, Megève, Tignes, Val d'Isère, La Plagne, Les Arcs,...

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nordge Xperiences partners



## The dedicated nordge team

A family trip, united, to share our emotions and our stories of adventure and inspiration.  
A second experience after 2018 in the mountains of Sogndal.



Vincent Thiébaut  
**Project manager**



Antoine Thiébaut  
**Network specialist**

Lisa Mandereau  
**«Not google» translator**



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nordde Xperiences partners

PROJECT 2

APRIL 2023

forstå vann, snø, elementene på Island





## nordge Xperiences

Powder or spring snow,  
oceanic or mountain  
influence, a study  
of Iceland's snowpack.

**Thanks to our experiences and our races, we think to enrich the knowledge of the Icelandic snowpack in spring conditions, and to share them with the greatest number of skiers via nordge. We hope that our analyzes will allow us to fully understand these particular conditions before visiting the Peninsula.**



In our group, Philippe shared his analyzes with us several times and while we were going back and forth on the skin, he for his part, "made his hole". Then he takes the time to explain his analysis process and the conclusions of the cut of the day. The cut and its analysis lasted almost half an hour unlike his work to enrich RomanSns, which with the help of another person can last almost an hour and a half.



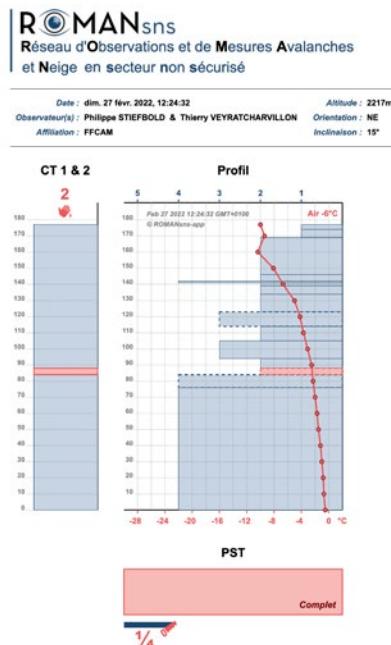
Philippe is a FFCAM trainer, snow and avalanches, cartography,... and is part of a new group of avalanche data analysts called RomanSNS (Avalanche and Snow Observation and Measurement Network in Non-Secure Sectors).

It is a network of observers who collect, in a collaborative and open manner, avalanche observations and measurements outside secure areas. The study of the behavior of the snowpack is a major issue in the prevention of the risk of avalanche.

# The Troll Peninsula as a testing ground... and above all a playground

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We have decided to set up our base camp for a week in Siglufjörður and we will go next on the northern massifs then towards Akureyri to explore the different mountains inland such as in the varfaðardalur reserve or on the other side.

In addition to discovering varied panoramas and new experiences, we like to climb the summits and classic routes, but also to venture on more confidential slopes, where we will be able to compare the different weather regimes and influences, oceanic near the coast or more continental at the bottom of the valleys.



And over the course of our days and our transfers, we also hope to make beautiful typical encounters, take advantage of the local hospitality to exchange and simply discover for us, during this first trip to Iceland, the essential tourist attractions.





## The dedicated nordge team

A team ready to face all the snow, the north winds, the varied slopes of the Trolls Peninsula... and more!  
Beautiful stories in perspective and good times.



Vincent Thiébaut  
**Project manager**



Philippe Stiebold  
**Snow specialist**



Laurence Stiebold  
**Logistic manager**



Christophe Dussoliet  
**Addicted to pasta**



Jean-Rémi Dujardin - [No]  
**Local jock**



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nordge Xperiences partners

PROJECT 3

JULY 2023

finn din kunstneriske vei i Lofoten





## Lofoten Xperiences

Give our readers a unique experience combining sport and culture.

**How?** By following our footsteps for a gentle and respectful exploration combining sport, photography and watercolor and by feeding on the stories of these moments of discovery, at each stage of our journey. The mixture of genres allows a joyful and playful approach to landscapes, encounters and discoveries.



Those who follow us expect something else: to discover vibrant testimonies, moments on the spot, original or new activities.

**Some activities can be supervised by professionals from the country recognized by Norwegian tourism officials. But we also leave the field open to surprises and encounters...**

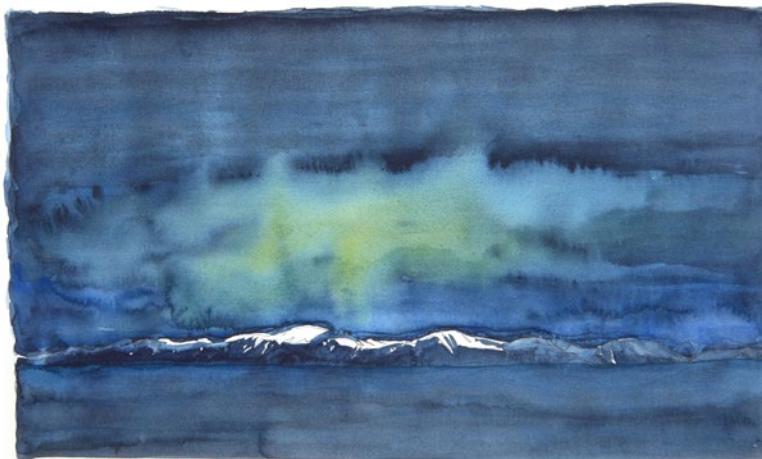


For this trip, hiking, surfing, SUP, kayaking or simply contemplation are our sources of inspiration. Without forgetting some cultural visits.

**From experience, we know that it is very important to plan our activities. But we all know that chance sometimes leads us to surprises and exceptional encounters.**

We are already working on strategic places where we will be able to express ourselves.

# A first: Aquayak or how to express yourself on the water over the currents



The concept is simple. Travel by kayak at sea or in the fjords to find sites conducive to artistic creation, watercolors, drawings or experimentation with pictorial techniques.

In search of the perfect light and conditions. Our two experts, Kat and Vincent, are daring artists. They master a variety of techniques but above all, they never allow themselves to be locked into classicism.

Test carried out on Annecy's Lake this summer



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## The dedicated nordge team

A fearless team, ready to dive into the fantastic universe of Lofoten to make you experience the happiest of them. No sporting exploits in sight but great moments of emotion and sharing...



Vincent Thiébaut  
**Project manager**



Kat Claude  
**Artistic director**



Isabelle Thiébaut  
**Logistic manager**



Kari Schibevaag  
**Adventures Lofoten**



Michel Saidi  
**Kayak manager**



## Contacts

**Vincent Thiébaut**  
00 33 (0)6 09 45 45 53

**Kat Claude**  
00 33 (0)6 77 65 07 23  
[contact@nordge.fr](mailto:contact@nordge.fr)



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