



ALLIANCE™

<https://www.globalseafood.org>

Intelligence

# Futuristic aquaculture exhibition center will soon be set afloat in Norway

3 February 2022

By Responsible Seafood Advocate

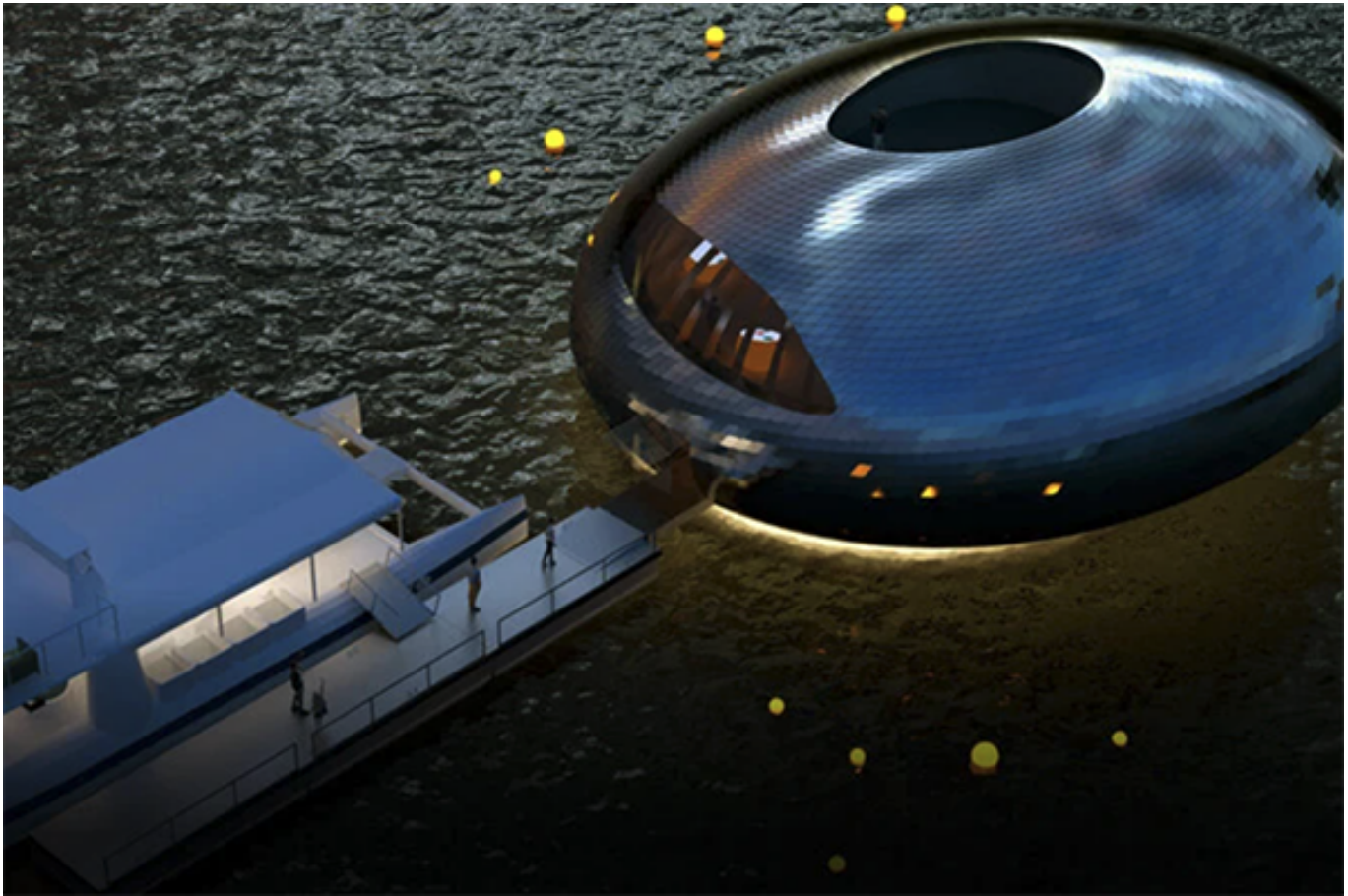
## The 'Salmon Eye' interactive tourist attraction will be placed in Hardangerfjord

A visually striking exhibition center will soon be placed in Norway's Hardangerfjord as an interactive tourist attraction designed to shine a light on the nation's innovative aquaculture industry.

Titled "**Salmon Eye** (<https://www.salmoneye.no/>)," the project is a pontoon with an elliptical upper structure that resembles a fish eye. Its exterior resembles salmon skin, with 9,500 high-grade stainless steel panels made to look like scales.

The 650-square-meter interior will have an interactive exhibition area. Designed by Danish firm Kvorning Design & Communication, it's intended to draw attention to aquaculture and "the possibilities for a sustainable way of fish farming." Salmon Eye will highlight facts about global aquaculture with a focus solutions to environmental challenges and impacts on wild salmon.

Hardangerfjord is Norway's fifth-longest fjord and is visited by thousands of tourists each year. Salmon Eye will only be accessible by water.



One of Norway's largest fjords will soon be home to a floating "Salmon Eye" tourist attraction devoted to futuristic aquaculture.

A banner for a webinar. On the left is the Synbiobeta logo, which consists of a stylized 'f3' icon and the word 'synbiobeta'. To the right of the logo is the text 'How can synthetic biology play a role in the future of seafood?'. The background of the banner is a green and blue molecular structure graphic.

(<https://f3meeting.com/webinars/#upcoming>).

"The implementation of such a project requires the highest level of commitment from each of the participants involved, as nothing remotely similar we haven't constructed before," Fjodor Kvitš, a member of the Marketex Marine board, told the architecture content site [Designboom](https://www.designboom.com/architecture/salmon-eye-floating-exhibition-center-aquaculture-norway-02-01-2022/) (<https://www.designboom.com/architecture/salmon-eye-floating-exhibition-center-aquaculture-norway-02-01-2022/>). "The works are running as scheduled, and the steel structure has been sent for paint coating."

Follow the *Advocate* on Twitter [@GSA\\_Advocate](https://twitter.com/GSA_Advocate) ([xhttps://twitter.com/GSA\\_Advocate](https://twitter.com/GSA_Advocate)).

## Author

---



**RESPONSIBLE SEAFOOD ADVOCATE**

[editor@globalseafood.org](mailto:editor@globalseafood.org) (<mailto:editor@globalseafood.org>).

Copyright © 2022 Global Seafood Alliance

All rights reserved.