Thomas Jacobsen was born in Copenhagen, Denmark in 1965. He has graduated from Aarhus Business School and has been working with Sales and Marketing. Now he lives in Kongens Lyngby near Copenhagen and runs a telemarketing business. Arts, culture and travels have been his hobbies and passion throughout his life. Thomas says: “Three events triggered the creation of the Viking Posters. Firstly, my former Lithuanian father-in-law always used to welcome me to Lithuania by saying “Hello my Viking!”. Secondly, my German friends kept claiming that the Vikings were doing not only bad deeds like plundering, raping, and pillaging but they were great merchants, mastered building the best ships, and treated their women well. I realized that people around me had a “positive” image of my Viking ancestry. Thirdly, seeing the Viking souvenirs in Copenhagen - Vikings with horn-helmets, huge noses, over-weighty bodies - made me think of offering a different approach. Thus, Viking Posters came into existence.”

The story of Nordic-Scandinavian Vikings used to be told as the tale of fearsome pirates who sowed death and disorder by plundering, raping and taking people to slavery wherever they set their foot onshore. Yet, Vikings possessed numerous skills and created a vast number of words and terms used today. Thomas’ posters try telling a visual aesthetic story about the vikinging Norsemen through a minimalistic approach. Posters that can make your home a place to rest and relax and remember that the country you visited.

Minimalism in posters allows to reveal the essence of the subject through elimination of non-essential features. Only the most important and necessary elements are left. The chosen poster style is characterized by simple, even geometric, forms and a limited palette of earth colours that are closely related. In most cases the designs are hard-edged with clear switches between color areas.

The runic titles are transliterations of Danish words into younger Futhark used by the Danish Vikings between 793 – 1066 AD.

Augmented reality is added to some of the posters to make them more interactive and appealing to modern viewers. All posters will have augmented a reality feature in the future.

Thomas’ creative team consists of himself and his Lithuanian friend Raimonda Markeviciene, who works at Vilnius University, Lithuania. The technical job is done by many designers and rune specialists around the world. There is an ambition of diversity by involving women as much as possible, all over the world.

Hosting the Viking Poster Exhibition can be arranged anywhere in the world. Please contact us via www.vikingrego.com or Yourvikings@gmail.com for further details.
