Þórunn Ingólfsdóttir worked for 45 years organising meetings and conferences. When she closed her company Íslandsfundir in 2020, there was scope to focus on her creative craft work. *“Now that I have retired, I can devote myself fulltime to what I have always loved doing,namely crafts such as knitting, crocheting, sewing and flower arranging.”* Þórunn has attended short courses on flower arranging both at the Icelandic University of Agriculture and with Renate Rosenmeier, a Danish florist.

Þórunn had an idea to make Christmas wreaths and her daughter provided the space for her to do so. This daughter also helped her to set up a Facebook page for the business, [Krans](https://www.facebook.com/jolakransar2020), to advertise and sell the products. Þórunn has always done flower decorations for the family and has made Christmas wreaths every year for her children.

“*Christmas is my favourite time of year. I love Christmas and it makes me very happy to share the Christmas atmosphere with my wonderful grandchildren and their parents.”*

The demand for the Christmas wreaths has been much higher than Þórunn expected and she looks forward each day to working on her craft which has become a labour of love. She displays the wreaths on her Facebook page and receives orders via Messenger, phone, or email. *“After this experience, I encourage everyone with dreams to make them come true. Nobody takes care of that for you. We must work on it ourselves. “*



