



*"The overriding mood of the film is joy."*  
The Globe and Mail

# THE DAY ICELAND STOOD STILL

A film by Pamela Hogan  
and Hrafnhildur Gunnarsdóttir

24 OKT

STRIKE!

**When 90% of the women of Iceland walked off the job and out of their homes one fall morning in 1975 refusing to work, cook, or take care of the children, they brought their country to a standstill and catapulted Iceland to the “best place in the world to be a woman.”**



Told for the first time by the women themselves, and laced with playful animation, **THE DAY ICELAND STOOD STILL** is subversive and unexpectedly funny. “We loved our male chauvinist pigs,” recalls one of the activists, “We just wanted to change them a little!”

Perfectly timed for release in the lead-up to the strike’s 50th anniversary in 2025, the film’s message about the collective power of women to transform their society inspires viewers to reimagine the possible.



## CREDITS

Director:	Pamela Hogan
Producer	Hrafnhildur Gunnarsdóttir
Editor	Kate Taverna
Additional Editing	Carla Gutierrez
DOP	Helgi Felixson
Add. Cinematography	Hrafnhildur Gunnarsdóttir Martina Radwan
Sound Designer	Bergur Prison
Animations	Joel Orloff
Original Score	Margrét Ran
End Credits Song	Björk
Production	Other Noises Krumma Films
Cast:	Guðrún Erlendsdóttir Ágústa Porkelsdóttir Vigdís Finnbogadóttir Guðni Th. Jóhannesson

## DETAILS

Production	ICELAND / USA
Year	2024
Length	71 min. / 52 min.
Format	16x9
Sound	5.1, 2.0
Languages	Icelandic / English
Subtitles	English

## Festivals / Awards:

Audience Award at Thessaloniki International Documentary Festival, Mill Valley Film Festival, & Gimli International Film Festival  
Special Mention, Best Film on Politics at Ji.hlava International Documentary Film Festival  
Best Documentary at Nordische Filmtage Lübeck and Victoria Film Festival  
Nominated for Iceland's Edda and Shanghai TV Festival's Magnolia Award

- Emmy award-winning US filmmaker Pamela Hogan, produced by Hrafnhildur Gunnarsdóttir (Iceland)
- Featuring celebrities Vigdís Finnbogadóttir (the world's first democratically elected female head of state)
- Pop superstar Björk finds it "incredible" and has contributed an end credits song, something she hasn't done in 25 years
- World Premiere at Hot Docs with sold-out screenings and rave press reviews
- US premiere at Oscar® qualifying Hamptons IFF
- Feel-good fun movie about female collective power with an important message that will have both genders cheering.





- Untold story of one single day that catapulted Iceland to the best country in the world for women ranking first on the gender parity index year after year since.
- First Lady of Iceland, Eliza Reid, calls it "Uplifting, compelling, humorous, inspiring". She recommended the film to Hillary Clinton.
- 50th anniversary of the event on October 24th 2025 - perfect timing for a release!
- Urgently relevant story that already inspired similar women's strikes in Spain, Switzerland and Poland in 2018.



Director Pamela Hogan on set

Hrafnhildur “Hrabba” Gunnarsdóttir, as a young girl, stood with her mother and tens of thousands of women on October 24, 1975 on Reykjavik’s Laekjartorg Square as part of the now-historic *Women’s Day Off* demonstration.

*“I discovered this story 7 years ago in a sidebar of the Lonely Planet guide on a family trip to Iceland and raced to my computer to find the film that must have been made about it. How could you get 9 out of 10 women anywhere to do the same thing at the same time? And how could the world not know about this unprecedented act of civil disobedience that transformed Icelandic society into an inspiration for us all?”*

Pamela Hogan



Producer Hrafnhildur Gunnarsdóttir



JAFNRÉTTISBARÁTTA  
= STÉTTARRBARÁTTA

## Pull-quotes from Hot Docs publicity

**The Globe and Mail** (Canada's 'newspaper of record')  
"The Day Iceland Stood Still documentary is a worldwide cri de coeur"  
"The overriding mood of the film is joy."

### **Yahoo! News**

"Brilliant animation ... a fascinating, captivating and humorous look at this inspirational movement, that's a necessary watch today."

### **Afro Toronto**

"A feel-good film that has both genders cheering ..."

### **NEXT magazine**

"You'll want to stand up and cheer ... There's great archival footage and the interviewed women share awesome inside detail ... This film and the inspiring women in it are just more proof that Iceland is a fucking cool country that definitely and routinely thinks outside the (ice) box."

### **Edmonton Journal**

"The perfect film to show on Mother's Day!"

### **She Does the City: 10 Must-See Documentaries to Catch at Hot Docs 2024**

"Uplifting ... Along with plenty of candid humour from the activists, the animations bring levity to an already moving story."

### **Screenfish**

"There's a playfulness within this film that is both enthusiastic and infectious. As momentum begins to grow, the buzz across the nation builds as these women begin to realize the power that they truly possess. In this way, Hogan's film serves as an inspirational piece to all women."

### **DH Digital Hit**

"An inspiring doc. Almost five decades later, you'll find yourself cheering them on as the day approaches."

**CLOSED  
WOMEN'S DAY  
FRIDAY**

Opitð til kl. 12.  
á laugardag.



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