



Brightening the streets of Reykjavik

“Wow! This is great!”

“I adore it”

Reykjavik Tourist

Key Details

Location:
Reykjavik, Iceland

Client:
Reykjavik City Council

Date:
August 2023

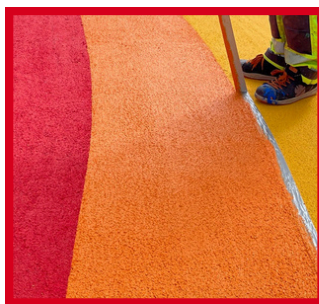
Product:
Robur® Grip MMA

Application details:
**Permanent rainbow
street**

The Challenge

Reykjavik City Council launched the ‘Reykjavik City Scheme’ as part of a broader programme to promote increased urbanisation and development across the city. As part of this initiative, the Council wanted to implement a vibrant rainbow street in a busy shopping district to mark the upcoming Pride celebration. This high-profile installation would serve not only as a functional public space but also as a permanent symbol of diversity and inclusivity, making both the design and execution important.

The project needed to be completed ahead of the Pride celebration. As the works were taking place in a busy city centre, it required a fast application that prioritised safety and limited disruption. Slip-resistant materials were required to protect pedestrians in all conditions, while long-term durability was vital to support the city’s sustainability goals and preserve the bold visual impact of the design over time.





Solution

Robur® Grip MMA was the chosen system to meet the Council's requirements. Its fast-curing properties allowed the installation to be completed quickly with minimal disruption, while the simple, cold-applied application method made it well-suited to a busy urban environment. The vivid colours gave the rainbow design maximum visual impact, and its exceptional durability ensures the surface remains vibrant over time, even under heavy use and changing weather. With a very high skid resistance, it delivers outstanding safety for both pedestrians and cyclists. Together, these qualities provided an ideal, lasting solution that aligned to the city's sustainability goals.

Result

The installation was completed on time for the Pride weekend, with the busy area reopened to the public quickly and safely. The finished rainbow street combines lasting durability, vibrant colour, and excellent skid resistance, with enhanced aggregates to ensure visitor safety year after year. It now stands as a bold symbol of diversity and inclusion, reflecting Reykjavík's commitment to community, pride and accessibility.



About Robur® Grip

Our **BASt certified high friction surface treatment** displays a wide range of benefits such as...

- ✓ **Fast curing formula** - Curing time of just 15-35 minutes
- ✓ **Certified for durability** - Ideal for heavily trafficked areas
- ✓ **Quick and simple application** - Using a roller or squeegee
- ✓ **Exceptional colour retention** - With an extensive colour range