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For immediate release

Siddy Holloway receives the CoScan 2025
International Nordic Person of the Year Award

The presenter, author and historian Siddy Holloway has received the 'Nordic Person of the Year Award' from CoScan, The Confederation of Scandinavian Societies in the UK. The award recognizes Siddy for her work as a broadcaster focusing on the hidden aspects of London's history, her numerous publications, and her enthusiastic and impactful work in public engagement.

The award was made during a drinks reception hosted by the Ambassador of Iceland, His Excellency Sturla Sigurjónsson, at The Embassy in London on 20 May 2025, in the presence of many of CoScan's member organisations and representatives of the Scandinavian Embassies, who are its co-patrons.

Presenting the award, the President of CoScan, Nick Archer, spoke of Siddy Holloway's impressive career to date, her enthusiasm and passion that has served to uncover London's hidden history and make it available to a wide audience, at home and via TV networks and publications abroad.

About Siddy Holloway

Born in Iceland as Sigurbjörg Alma Ingólfsdóttir, Siddy Holloway is a presenter, author, historian and actress known for her warm, engaging on-screen presence and passion for uncovering untold stories. She began acting at a young age, starring in the title role of the 2002 film *Regina*. In 2010, she moved

to the UK to train at Rose Bruford College, graduating with a BA (Hons) in Acting in 2013.

While working as a tour guide in London, her passion for history deepened — leading her to join the London Transport Museum in 2015. She is now a curator and the creative force behind *Hidden London*, a celebrated programme of tours and exhibitions exploring disused parts of the London Underground tube network. She co-authored the acclaimed book *Hidden London: Discovering the Forgotten Underground* (Yale University Press, 2019) and played a central role in the development of the award-winning Hidden London exhibition.

Holloway co-presents the hit television series *Secrets of the London Underground* (UKTV's Yesterday channel), now in its fourth season and broadcast globally. She has also appeared in *Decoding Turner* (Sky Arts), *Jay Blades: The West End Through Time* (Channel 5), and is a co-host of the popular YouTube series *Hidden London Hangouts*. She'll shortly commence filming for a brand new series for a UK broadcaster.

As a voiceover artist, her distinctive voice has featured in hit television shows (*Vikings*, *The Last Kingdom*, *Valhalla*), video games, and films such as *The Northman* and *War on Everyone*. She has also voiced campaigns for major global brands including Arla Skyr, Heineken, Lego, Quorn, Oakley, and more.

Siddy lives in London with her husband Ben and their son Jack. Outside of work, she's a keen distance runner, a devoted dog lover, and a passionate foodie. She enjoys reading historical fiction, exploring new places, and uncovering stories wherever she goes — both above ground and below.

About CoScan

CoScan was founded in 1950 and supports and represents all the major Anglo-Scandinavian societies in the UK, as well as friends of the Nordic countries living in the UK. It has a combined membership of many thousands of people and it acts as a coordinating body for cultural exchange between the UK and Ireland on the one hand and the five Nordic countries, Denmark, Finland, Iceland, Norway and Sweden, on the other. The embassies of the Nordic countries are its patrons.

Each year, CoScan makes a ‘Nordic Person of the Year Award’ to mark the achievement of outstanding merit by an individual, body or group related to one of the five Nordic countries, and who have caused the British and others outside the region to view the Scandinavian countries with ever-increasing affection and respect.

Previous recipients of the award include Norwegian chess champion Magnus Carlsen, Swedish astronaut Christer Fuglesang, Swedish diplomat Hans Blix, Swedish philanthropist Lisbet Rausing, and presenter Sandi Toksvig, the Norwegian Scandi-noir writer, Jo Nesbø, and the Icelandic pianist Víkingur Ólafsson.

Speaking of the award Siddy Holloway has said:
"I’m so honoured and truly grateful to CoScan for this award. As someone who was born and raised in Iceland but has spent most of my adult life in the UK, I feel deeply connected to both places — they’re both home to me in different ways. To be recognised for the work I do — whether through writing, museums, or storytelling in all its forms — is incredibly special. I’ve always believed that history should be engaging, human, and full of wonder, and I feel very lucky to help bring it to life."

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