

Magnùs Talar!



By [L.G. Wise \(a.k.a. Cosmik Laila\)](#)

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And Now!... A man who needs no introduction – That's why I'm going to introduce him – Magnùs Örn Scheving is a writer, world-class athlete, architect, carpenter, entrepreneur, and the producer, director and percipient of the LazyTown TV show. Scheving also produced and hosted his own talk show, being a well-known public entertainer in his home country of Iceland.

COSMIK LAILA: *When did you first meet Sportacus 10?*

MAGNUS: Sportacus is 'you', on your best day. You can also be Robbie Rotten, that's obviously your worst day. So I've known Sportacus all my live. Sometimes he's here and

sometimes he's not. That's what LazyTown is all about — balance. If you are Sportacus on one day and are super active, it's all right to have a chocolate cake, Robbie Rotten style, the next day. Just keep it in balance.

CL: Have you ever visited LazyTownPoint.com? If so, what was your favourite page?

M: Yes I have. Thanks for your excellent work and the interest you show in LazyTown. I think all the pages are great and I really like how much you seem to know about the background of LazyTown.

CL: What is the significance of the Sportacus 8:08 bedtime?

M: Parents often asked for an advice on how to get their kids to bed early. I came up with the same solution as LazyTown is built on. Make it fun and exciting from a kids point of view. "8:08, time for bed" sounds much more exciting than "It's getting late, you have to wake up early so go to sleep". It's also really important that Sportacus jumps into bed. Makes it even more exciting!

CL: A few questions about the Latibær theatre plays -- From where did you get the original idea for the plays?

M: The first play is based on the first book I wrote. In the second play I added Robbie Rotten to the mix to spice things up. A hero must have a villain.

CL: Why do certain characters in the plays display a theme of

flatulence?

M: It was a simple way to show kids that some "food" is nothing but "air".

CL: Who were some of the sponsors of the Icelandic plays? Especially "Áfram Latibær"?

M: There were no sponsors for the plays. We worked closely with one bank but there was no sponsorship going on at that time.

CL: Do you have plans to re-release either of the Latibær theatre plays on DVD?

M: No, there are no plans for that. A couple of years ago, they were released in Iceland on DVD — both plays on one disc. It sold out completely in a very short time.

CL: Are you aware of the LazyTown 'niche' (i.e. People over the age group of 7 year olds)?

M: Yes, I'm very aware of that. One of my goals was to create something everyone could enjoy. We have researches that show us that even much older people enjoy LazyTown. We even have Grandparents writing to us, thanking us for a great show.

CL: What do you think about some of the things that Stefán has said in his recent LTP interview?

M: I think that Stefán Karl was his funny charming self in that interview.

CL: *Do you consider yourself an 'intellectual'?*

M: No I wouldn't say so. I consider myself a hard working honest man — with a goal!

CL: *Why are the Second Season episodes (in the UK) scattered among different DVDs, instead of putting them all in one lump? And, what is the difficulty about the availability of LazyTown DVDs in America?*

M: Regarding the UK, it's a business decision made by marketing people over there. I can't answer about the difficulty on the US market, but thanks for pointing it out to us.

CL: *I heard about the new HD VMD technology, and the imminent release of all 53 episodes from the First Season of LazyTown as a 'Bundle-Box'. When do you think that will happen? - Also, are there plans for a Second/Third Season Bundle-Box?*

M: All I know is — it's happening real soon and I'm pretty sure we will make more Bundle-boxes when all the episodes have been released on DVD's.

CL: *How soon will the Robbie Rotten Action Figure be available on the Official LazyTown Online Shop?*

M: Again, very soon.

CL: Is there a possibility of a LazyTown movie?

M: Yes, this is something that we are already working on, but as you and your readers know, preparations for a film do take a long time.

CL: What do you think about the increasing tourism in Iceland?

M: I think it is wonderful, as long as we can entertain them all and protect the nature at the same time.

CL: Do you feel your roots are more with Iceland or Denmark? [ed. note - The name 'Scheving' has origins dating back to 16th century Denmark]

M: My roots are Icelandic and nothing but Icelandic.

CL: Are there any other projects besides LazyTown for future prospects?

M: I have millions of ideas. But right now, my focus is on LazyTown.

CL: As a C.E.O., do you find it difficult at times to deal with the actors and puppeteers on the show?

M: No, I never had any problems with either group.

CL: In the episode "Little Sportacus", the voice of the younger version of Sportacus was over-dubbed by a girl (instead of a boy) - Why was that?

M: Believe me, we looked for a boy's voice for that role. It all had to do with the correct pronunciation. We felt the girl we chose for the job was a perfect match.

CL: Do you ever go rock-climbing or any other unusual sports-related activities?

M: I haven't gone rock-climbing recently. As I guess you know, I love sports and still haven't found a sport I don't like, but it's difficult to find time because of the long LazyTown hours. But I use every opportunity to move around; run the stairs, do push-ups at a meeting etc. All sports-related activities I guess!

CL: Have you heard of the rock band "Yes", or the composer "Frank Zappa" -- Do you enjoy that kind of music, or what's your preference?

M: Yes, but of course I've heard of both of them. Zappa's music even influenced me a lot when I was younger. I like all sorts of music. It all depends on the mood I'm in. Sometimes it's "Owner of a lonely heart" on full blast — and sometimes it's "Air on G" on a low level and everything in between.

CL: Argentina has, for the first time, elected a woman president, Cristina Fernandez de Kirchner -- What do you think

about a woman for president in the U.S.?

M: Iceland had a woman president, Vigdis Finnbogadottir, for many years. She was a great representative for the nation, but I do not necessarily believe that the only reason was that she is a woman, rather think it was her character and vision that made her special. These are the two most important things for any president.

CL: It is known that before you got into Aerobics, you were studying to be an architect -- Do you still have interests in that field?

M: Yes I do and I always enjoy looking at beautiful buildings or great design. I use every opportunity I get when I'm traveling to check out interesting buildings, visit museums etc.

CL: Is there a "Freemason" lobby in Iceland?

M: Yes there is. Or is there? It is so secret, you never can tell for sure!

CL: What do you think about 'Op-Art' architecture such as the Victor Vasarely Museum in Pécs, Hungary?

M: I have never visited that museum, but I enjoy "Op-Art". Optical illusions are used in the film and theatre industry, so we work with some of those elements every day.



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