

# Norway's Colorful Indigenous Reindeer Herders

**SAMI CULTURE — Northern Norway** ○  
For at least the past 5,000 years, the Sami people (also known as Sámi or Saami) have inhabited the far northern reaches of what is today Finland, Norway, Sweden, and northwestern Russia. Despite being pressured for decades to assimilate into the mainstream cultures of the region, the traditional Sami culture has survived. In 2016, photographer **Jarle Hagen** came face-to-face with the colorful world of the Sami, and embedded himself in their culture. "What fascinated me most about the Sami is their pride and their way of life," says Hagen. "Their best-known means of livelihood is semi-nomadic reindeer herding. This way of life demands close contact with nature, resulting in a truly natural lifestyle that today's most hardcore yoga enthusiast or mindful person could not even approximate."

