

BIFROST Publishing House, a bridge that unites

The image of the bridge as a connecting element is found in the religions and mythologies of many peoples. In the Persian religion, for example, the Cinvat bridge has a central place. In Zoroastrianism, the bridge is described as narrow as a knife blade. In some of the Christian legends, there is the bridge over purgatory, which only the righteous can cross; as in Milton's poem, "Paradise Lost." In the legends of the Romanian religious folklore, such a bridge is called the Bridge of Souls. And it is as narrow as the edge of a knife.

The arched bridge of the Viking beliefs is called Bifrost. It is said that it was created by the gods Oden, Villas and Ve after they created the first two humans, Ash and Embla, from the earth. Bifrost stretches between Asgård, the realm of the gods, and the realm of men, Midgård. However, there are some who claim that the bridge was placed between Asgård and Idavallen, because the gods meet there daily at the Great Council. In any case, at the foot of the bridge, located in Asgård, stands a character named Heimdall. This is not an ordinary guard. He appears in many of the Scandinavian legends and his role is particularly important. Among other things, to guard Bifrost from the coming of the giants, the eternal enemies of the gods of the North. When their mob steps on the bridge, it starts roaring and Heimdall blows his horn to break the news. The gods hear his sound and quickly gather to face the invaders.



Emil Doepler - The god Heimdall stands before the rainbow bridge while blowing a horn (1905)

That the Vikings saw arched bridges during raids to the south is indisputable. Roman architects and engineers lasted such constructions long before the appearance of Nordic navigators on the stage of history. We have all heard of Apollodorus of Damascus, for example. It is easy to assume that, over time, the master builders stimulated the imagination of fearless travelers who later incorporated them into their stories. The skalzis did not miss the resemblance between the vaulted shape of those bridges and the arching of the rainbow. In this way, the Vikings' belief that the celestial phenomenon is a bridge and they called it Bifrost, a name preserved to this day. Isn't the rainbow such a magical phenomenon that it arouses the thought that it belongs to another world? The Bifrost Bridge anchored with one foot in a distant world that any human being would like to access. The rainbow bridge that allows people to travel to other realms, but also offers them the opportunity to get closer to each other. Because I think this is the purpose of any bridge, beyond its purely practical, commercial purpose; to unite people, worlds ... to connect different cultures. And this was and is the hope that was the basis for the construction of our publishing house, which we called, as naturally as possible, BIFROST.