Visit Sweden News Room

It´s all Art, Design and the Outdoors - Spring news from Sweden

Hope of coming travel adventures and freedom for some as vaccination programmes steam forward. So with warming weather lifting our spirits here´s a look at what´s new in Sweden this Spring.

- Gothenburg celebrates its 400th birthday on 4th June 2021
- Do you have what it took in 1922? The XC ski challenge of the century.
- Design Den and Spa Hotel, Arctic Bath in Swedish Lapland opens for its first summer season
- Explore the North to open Grand Arctic Resort Hotel in Överkalix, Swedish Lapland.
- Visitors challenged to ascend ´Stockholm´s Seven Summits´
- Digital focus at Southern Sweden Design Days 2021
- The new Sjöstaden Skybar raises Stockholm's food scene
- Public (P) spaces of tomorrow: “Street Moves” brightens Sweden´s streets
- British artists at this year´s Street art project ´BANK!´

Gothenburg celebrates its 400th birthday on 4th June 2021

On June 4th 2021, Gothenburg turns 400 years old. To celebrate this, they are making Gothenburg an even better place. There will be several covid-safe anniversary events taking place during 2021, and some of the most important are listed here. While celebrations for locals and visitors will be scaled down this year due to the pandemic, everyone is invited to continue the celebrations and take part in the full anniversary programme in 2023.

Right now, Gothenburg is experiencing some of its biggest transformations ever. Just like when the city celebrated its 300th anniversary, the jubilee is being used as a catalyst for urban development. Liseberg amusement park, Gothenburg Museum of Art and several other institutions that we now take for granted were established back then. Due to the economic conditions after the First World War Gothenburg’s 3rd Centenary festivities also had to be postponed by two years until 1923 – sometimes history repeats itself.

Events on 4th June (a selection):

The official celebration
A live broadcast between 15:00 and 17:00, including the official celebrations with HRH Crown Princess Victoria and the Mayor of Gothenburg, a performance of the official anniversary song and more. You can find a link on this page (the broadcast will be in Swedish only): https://www.goteborg2021.com/en/start-2/

Gothenburg Stories - the inauguration of the anniversary exhibition
One hundred local people from Gothenburg will become part of contemporary history on the 4th June when the Gothenburg Stories anniversary exhibition opens on Gustaf Adolfs torg square. The Museum of Gothenburg has interviewed a cross-section of Gothenburg’s residents, ranging from 6 to 97 years old. Their stories paint a picture of the city today and describe how things were and how they might be one day. *The exhibition opens on 4 June 2021 on Gustaf Adolfs torg square. After the summer, it will be exhibited in various parts of the city.* https://goteborgsstadsmuseum.se/en/exhibitions/gothenburg-stories

The Thing about Gothenburg - Inauguration of the anniversary exhibition
Based on some of Gothenburg’s most iconic objects and buildings, and accompanied by a chorus of voices from history, we ask the question: What actually is the thing about Gothenburg? Check out some incredible objects from our collections, including the first Volvo car and a New World sea chest that crossed an ocean. *The Thing about Gothenburg opens on 4 June 2021 at the Museum of Gothenburg, and will be a part of the permanent exhibition.* https://goteborgsstadsmuseum.se/en/exhibitions/thing-about-gothenburg

Re-opening of the Göta Älv Pilgrim Trail (5th June)
On 5th June the Bishop of Gothenburg will bless the re-opening of Göta Älv Pilgrim Trail, which now starts at the impressive Masthuggskyrkan church in the centre of Gothenburg. You can walk shorter sections or all the way to Nidaros (Trondheim) in Norway. As you wander out from the city centre through the Göta älv valley, you will discover beautiful countryside that has been inhabited for over 7,000 years. Discover unique cultural heritage from the Bronze, Iron, Viking and Middle Ages. https://pilgrimsledengotaalv.se/en/

Inauguration of two new street art projects
Next time you visit Gothenburg, do not miss all the exciting street art in and around the city.

Art Scape 2021 consists of six large murals and one movable artwork by local artists and international artists such as D*Face from London, Kalouf from Lyon and MaryQ from St Petersburg.
Let's Colour Gothenburg is a social art project that connects the east and west of the city with a 21 km art walk. Work on the project began in 2017, creating painting jobs for young people.

Events during 2021 (a selection):

- Walk on the brand new Hisingsbron bridge, designed by prestigious Danish architects Dissing+Weitling and inaugurated in May 2021.
- Take the chance to run into history when the city of Gothenburg turns 400 and enter the Göteborgsvarvet Marathon on 19th September. A one-off, totally new race to celebrate this momentous occasion. https://www.goteborgsvarvet.se/en/other-races/goteborgsvarvet-marathon
- Try the new anniversary cake.
  The Gothenburg cake is a pastry with the flavours of summer, consisting of a shortcrust pastry base with an almond paste filling, topped with passion fruit curd, passion fruit mousse and white ganache. Buy it from local patisseries such as Steinbrenner & Nyberg.

A brief history of Gothenburg
Gothenburg was founded in 1621 by King Gustav II Adolf, but it was not the first town at the mouth of the river Göta älv. Nya Lödöse was built at the end of the 15th century and became an important trading city for Sweden. Gothenburg was built during the 1600s by the Dutch, who were considered the best at building on marshland. This has given Gothenburg's city centre its famous distinctly Dutch-inspired canals.

The original city was built inside a large zigzag-shaped city wall that came to characterise Gothenburg for several centuries. The moat – together with the Skansen Lejonet and Skansen Kronan fortifications – made 17th century Gothenburg one of Northern Europe's most fortified cities. During the 1700s, the port's importance increased, and thanks to the Swedish East India Company – as well as exports of iron and wood – Gothenburg became a major trading and shipping town. In many respects, Gothenburg has evolved from an industrial seaside town with the largest harbour in Scandinavia into an innovative modern city. Its heritage remains, however, and fish and seafood are still an important part of the city today.

Visit the world's Best Sustainable City in 2021
When Lonely Planet published its annual Best in Travel list, Gothenburg came out top in the sustainability category and has therefore been named the world's Best Sustainable City Stay!

Hi-res images: http://mediabank.goteborgco.se/portals/search?filtersStateId=11

Göteborg&Co Imagebank : http://mediabank.goteborgco.se/portals/categories

Imagebank Sweden (Gothenburg):

https://imagebank.sweden.se/my-selections/3fl6aunfx5

Do you have what it took in 1922? The XC ski challenge of the century.

Registration is open for Vasaloppet´s recreation of the first historic Vasaloppet XC ski rac

Wooden skis with toe straps, wool trousers, tarred skis and snow packed on forest roads and paths. Vasaloppet celebrates 100 years in 2022 and what better way to commemorate than to ski as they did back in 1922? A 90 km historic Vasaloppet will be held on Saturday, February 12th 2022 – "Jubileumsvasan" – to replicate the first race as close as is possible, right down to the catering (3 checkpoints serving milk, broth, eggs and bread cakes). A jury will select 139 skiers who get the chance to participate in Jubileumsvasan from registrations received between May 12th and June 7th.

Full press release: https://www.mynewsdesk.com/se/vasaloppet/pressreleases/do-you-have-what-it-took-in-1922-vasaloppet-recreates-the-first-historic-vasaloppet-3098198

QUICK FACTS ABOUT JUBILEUMSVASAN

Date: Saturday, February 12, 2022.

Start: At Olnispagarden in Salen on the left side of the Vasterdalalven river at 07:04.

Checkpoints: Just like in 1922 there are only three checkpoints:

Mangsbodarna, Evertsberg and Oxberg.

Finish: By the Gustav Vasa statue in Mora.

Age: You can participate the year you turn 19.

Classes: One class.

Application: Fill in your application form at vasaloppet.se between May 12 and June 7 and let us know why you have what it takes! 139 participants will get the chance. There is no participation fee for Jubileumsvasan but each participant must provide their own contemporary 1922 clothing and equipment, and any necessary arrangements for travel and sustenance.

More information at: https://www.vasaloppet.se/en/100years/jubileumsvasan/

Film feature about the first Vasaloppet on March 19, 1922.(2 min 16 sec.)

Narrator: Sven ”Plex” Petersson:

https://vasaloppet.tv/video/8060454/vasaloppet-1922/

Design Den and Spa Hotel, Arctic Bath in Swedish Lapland opens for its first summer season

Arctic Bath is a floating spa hotel on Luleälv river in Swedish Lapland. Frozen into the river during winter and now, for the first time, during summer and autumn a floating hotel.

Awarded ´Design Den´ by National Geographic Traveller UK´s Big Sleep Awards 2020, this is a unique facility where sustainability, peace, tranquillity and proximity to nature are a hallmark.

Envelop yourself with nature

The main building has been inspired by the age of timber rafting and is a monument to the importance of forests in the area. The façade is covered with logs taken from the forest on the other side of the river.

In addition to a restaurant serving local produce, the main building also includes a reception, bar and spa where guests can envelop themselves with the elements of nature. The circular courtyard is perfect for sunbathing.

The building floats on the Lule River so a cooling dip in the clean water is just a few steps away. The spa also includes three different saunas, two jacuzzis and treatment rooms.

Mindfulness & nature photography

Floating on the river there are six cottages for couples near the water's edge. The cottages offer private access from the beach via a footbridge. They are surrounded by a wooden deck, perfect for relaxing with direct access to the river for a cooling dip under the midnight sun!

There are also six larger raised cottages built on the tree-lined beach, three of which can accommodate up to five guests and three suites for two people. These uber cool designer cottages have glass walls with perfect views of the stunning landscape.

Activities offered range from mindfulness and spa, to bear watching, horse riding and nature photography. Guests can also try to attract moose with local guide Mikael.

Cool off in the clear waters of the river

Arctic Bath is surrounded by beautiful nature and a short walk from the hotel there is a small sandy beach where you can easily wile away a couple of hours in the sun and cool off in the clear waters of the Lule River.

A visit to the Arctic Spa includes an eco-friendly dressing gown, swimsuit or shorts, and natural spa products included in the spa ritual. You can even take them home after your stay as a nice memento.

The Arctic Bath hotel can be booked for couples, a small private group, private events or private parties.Read more about the

spa hotel here.

Prices in a water cabin start from SEK 4900 for 1 night for 2 people including breakfast and spa access (Bathrobe, slippers and swimwear). An inspirational set menu dinner in the restaurant can be added for SEK 995 per person.Hi-res press images: https://arcticbath.se/press/

Explore the North to open Grand Arctic Resort Hotel in Överkalix, Swedish Lapland.

Experience the genuine arctic lifestyle and activities at the new Grand Arctic Resort opening for the winter season 2021/22 on December 18th 2021.

The resort is located just below the Arctic Circle next to the river Kalix with almost 1 km of river frontage in the picturesque town of Överkalix. With a magnificent main building of 60 hotel rooms, some of which come with their own Aurora balcony and some are suites with private sauna. There are 6 quietly located Aurora cabins directly by the river and an exquisitely renovated Villa dating back to the 17th century. Enjoy the relax area with saunas, fireplace and indoor jacuzzi after an activity-filled day or relax in the spacious lounge and bar area with a panoramic view towards the north. The main restaurant, serving locally produced food, seats 120 guests.

Prices: Packages start from 4 days at SEK 4600 per person (Grand Arctic Relax). All programs include full board; breakfast, lunch and two-course dinner. Water, juice, coffee and tea are included.

Website: www.explorethenorth.se

E-mail: grandarctic@explorethenorth.se

Hi-res images available on request.

Visitors challenged to ascend ´Stockholm´s Seven Summits´

Renata Chlumska is Sweden´s first woman to climb the highest mountains on each of the seven continents on Earth, known as ´The Seven Summits´. Now a challenge that visitors to Stockholm can achieve with Renata as your virtual guide as you summit the seven highest points in Stockholm.

The experience launched in Stockholm on 5th May. This also happened to be an anniversary for Renata. It has been twenty-two years since she became the first Swedish woman to summit Mount Everest.

New inspiration to experience Stockholm´s nature

The seven heights selected by Renata together with Magnus Ormestad, the founder of the Swedish outdoor podcast Husky, are:

Hammarbybacken - Mount Everest (Asia), 8848 m above sea level
Tantolunden – Aconcagua (South America), 6965 m above sea level
Haga Hill – Denali (North America), 6190 m above sea level
Skinnarviksberget – Kilimanjaro (Africa), 5895 m above sea level
Vanadislunden – Elbrus (Europe) 5692 m above sea level
White Mountain – Mount Vinson (Antarctica) 4892 m above sea level
Långholmen – Carstensz Pyramid (Oceania), 4884 m above sea level

When you reach the top of each high point, you can use the Storyspot app to listen to Renata tell you about the ´twinned´ mountain and what it was like when she herself was on her way up to its peak.

For example, when you have made your way up Hammarbybacken, which corresponds to Mount Everest, you get to listen to Renata who tells you about the last fighting steps up the world's highest mountain, and the joy and relief of having managed to reach and stand on the roof of the world.

Downtown Camper by Scandic is basecamp

The starting point for Seven Summits Stockholm is at the hotel DowntownCamper by Scandic,which is the base camp for the expedition. When you have managed to climb all seven peaks in Stockholm, it is to Downtown Camper that you return to

collect your prize. It is also in the hotel's podcast studio that the stories were recorded.

An English version is coming this autumn

Right now, Renata's stories are read in Swedish, but an English version is coming in the autumn. Seven Summits of Stockholm is an adventure where you choose when you want to reach the top, with whom you want to do it, and in what order.

But no matter how you choose to complete the challenge, Renata will join you. When you're at the to looking out over the beauty of Stockholm.

Digital focus at Southern Sweden Design Days 2021

27–30 May 2021 marks the first Southern Sweden Design Days – a new international design event in Malmö, in southern Sweden. The premiere of the annual event will have an increased digital focus.

For four days Southern Sweden Design Days' digital platform will be filled with exhibitions, seminars and workshops with a focus on sustainability, cooperation, development and innovation from a full range of design disciplines. At the same time, physical activities will be held during the event in various locations in Malmö in a covid-safe way. Southern Sweden Design Days is arranged by Form/Design Center – the leading meeting place for architecture, design and crafts in southern Sweden.

This year the digital platform www.southernswedendesigndays.com will be the heart of Southern Sweden Design Days (SSDD) and will bring together everything that can be experienced during the event. From the old railway workshop Lokstallarna, in Malmö's Kirseberg district, SSDD Studio will broadcast a packed programme featuring both established names and new designers linked to this year's theme: "1 + 1 = 3". The theme is a symbol of synergy and sustainability –to solve existing and future challenges, cooperation and innovation are needed to create new equations. In Southern Sweden Design Days' Instagram feed discover the participants' creative environments as they broadcast live from their studios.

"Through a co-creative process that takes advantage of the dedication and drive that is typical for the region, we are developing a design event where the content is produced bottom-up by the creators with Form/Design Center acting as a unifying organiser", says Dorte Bo Bojesen, CEO Form/Design Center.

The 2021 programme

The entire programme for the four design days is available at www.southernswedendesigndays.com. Visitors can browse through the programme, mark their favourites, and make their selection from both the digital programme items and the physical ones being held in the city. The digital content will be accessible during the event days.

About Southern Sweden Design Days

Southern Sweden Design Days reinforce the link between design, architecture and social development by creating cross-sectoral collaborations and encounters between different disciplines. The event showcases design from a broader perspective and creates an understanding of design as a method for driving development towards a sustainable future.

About Form/Design Center

Form/Design Center is a meeting place, a venue for inspiration and a knowledge hub within architecture and design. At Form/Design Center you can visit exhibitions, our shop and café, or take part in workshops and lectures. Form/Design Center is also a platform for the design industry and a partner in selected development projects.

Form/Design Center is run by Svensk Form Syd, a nonprofit organization. The Center is funded with support from the Ministry of Culture, the City of Malmö, Region Skåne and the Swedish Arts Council.

southernswedendesigndays.comHi-res press images: https://pressroom.formdesigncenter.com/presskits/15876/southern-sweden-design-days

The new Sjöstaden Skybar raises Stockholm's food scene

On 13th May Sjöstaden Skybar opened with an unbeatable view of Stockholm from floor 28, at the top of Hammarby Sjöstad's skyscraper, Sthlm 01. The restaurant houses a dining room, bar, Chambre separée, living room and west-facing roof terrace.

There is something for everyone and lunch, dinner and drinks are served daily at the bar or on the terrace. The dishes on the menu are inspired by southern Europe, the Middle East and South and North America and most are prepared in the smokehouse or on the charcoal grill. Responsible for the kitchen, Back of House Manager, is Oskar Karlsson, who most recently came from Restaurant Gothenburg.

Bookings and menu: http://sjostadenskybar.se

Open times:
Mon–Fri 11.30-20.00 (during current pandemic restrictions)

Sat-Sun 12.00-20.00 (during pandemic restrictions)

Further information: Heléne Airijoki, Press Officer at SpoilConcept, helene.airijoki@spoilconcept.se

Public (P) spaces of tomorrow: "Street Moves" brightens Sweden´s streets

Benches, urban gardens, playgrounds and fitness studios should never be far away in a big city. At least that's what several thought leaders from ArkDes, the Stockholm museum for architecture and design, think. Thus the "Street Moves" collaboration was launched in Stockholm to liven up streets and turn parking spaces into oases for pedestrians. The result: a mobile kit made of wood, designed by the Lundberg Design studio. The platform can be expanded as required with modules for seating areas, fitness equipment, flower beds, even scooter parking spaces and charging stations for electric cars.

The inspiration for this flexible solution came from San Francisco, where unused areas are used as mini-parks. "There is so much potential for the use of urban space," says Daniel Byström, project manager at ArkDes. "Over the past 60 years, we have adapted our cities to cars. Now is the time to use the streets for other things, such as green spaces and meeting places."

In addition to Stockholm, the streets of Gothenburg and Helsingborg have also received several kits to test and evaluate. "People should use the kits to test how they want to design their streets," says Linda Kummel from the ArkDes Think Tank. "Only by changing something noticeably can we improve the quality of life of the residents and reduce the effects on the climate of increasingly densely built-up cities."

Not displacing cars with smart design, but making them superfluous: This is an approach of the initiative that promotes fossil-free means of transport and at the same time wants to breathe new life into the streets. Because without noise and exhaust fumes, pedestrians can linger longer.

Several big players who do not normally work together were involved in the development of the wooden kit, including Stockholm City Council, the Swedish Central Transport Authority, the car-sharing company M - Volvo Car Mobility and the electric scooter company Voi. The project is financed by the innovation agency Vinnova.

Hi-res image: https://pressrum.arkdes.se/media/121136/exempelbild-kocksgatan-med-byggsatsenjpg

The writing´s on the wall: British artists at this year´s Street art project ´BANK!´

Just before midsummer, 13-19 June 2021, the coastal town of Västervik, Småland plays host to the third BANK! Street Art Festival. After two successful years, 2019 and 2020, there are already 4,000 square meters of street art to marvel at. Now, seven more walls murals will be added, designed by street artists from England, Wales, France, Spain, Belgium and the Netherlands. If Covid-19 makes entry to Sweden difficult at the last minute, two Swedish artists will step in.

This was always set to be a 3yr project, so this 2021 event will likely be the last. "Now we're going to give it our all, once again," says project manager Albin Wiberg, who is also pleased that some artists, in particular, are involved: "Personally, I don't care whether a work of art comes from a man or a woman. But because street art is more of a male domain, I am pleased that there are so many big female names this year." Of the eight international guests, five are women.

The UK´s artists are:

- **Helen Bur** (@abcdefghelen). Helen will be painting the power station at Kunsvägen 15, Ankarsrum
- **Sophie Mess (**@sophiemess). Sophie will be painting a wall at Ringvögen 4C in Gunnebo
- **Plegm** (@phlegm_art) from Wales will be painting a large wall at Västerviks Bostads AB, Totebo

This event is not a festival that draws large crowds, but rather a project where visitors can experience the artistic process outdoors. The works of art are not only centrally located in Västervik, but also in the surrounding suburbs of Gunnebo, Ankarsrum, Hjorthed and Totebo.

The picturesque Västervik is also worth a visit for other reasons too: It is located on the southern Swedish coast and exudes one of the finest archipelago feelings anywhere in Sweden with its leisure boat, many restaurants and cafes and access to the many islands. The hotel Slottsholmen is a hot tip for ABBA fans, as it belongs to Bjorn Ulvaeus, who comes from Västervik. It is also only about 50 kilometres to Vimmerby so that you can easily combine a visit to Astrid Lindgren's world.

Event information: https://www.vastervik.com/vastervik-street-art/

Follow the vent on social media: @bankstreetart

More information on Västervik: https://www.visitsmaland.se/en/experiences/nature-and-adventure/outdoor-vastervik

ENDS

Steve Robertshaw, PR Manager

Visit Sweden, 5 Upper Montagu St., London, W1H 2AG, UK
+44 (0)7494 517 223

Email: steve.robertshaw@visitsweden.com Web: www.visitsweden.com Press Room: https://press-uk.visitsweden.com/
ImageBank: www.imagebank.sweden.se

Visit Sweden is Sweden's marketing company. Visit Sweden markets Sweden as a travel destination to contribute to more jobs and greater income in Sweden. The company also provides and sells communication and knowledge services related to the hospitality industry, tourism and travel. Visit Sweden is a limited company that has been wholly owned by the Swedish state since 1 January 2020. Just over 50 people work for Visit Sweden, which has an annual turnover of approximately SEK 150 million (2019). Visit Sweden is headquartered in Stockholm and is represented in the United Kingdom, Germany, the United States, the Netherlands, France, India and China. More about Visit Sweden:www.visitsweden.com

If our texts are published, we would be happy to receive a specimen copy to the following address:Visit Sweden Ltd, 5 Upper Montagu Street, London, W1H 2AG

This newsletter is a service of VisitSweden UK, all rights reserved.

The contents of this newsletter are for editorial use only and for individual information of the user. Storage in databases and any disclosure to third parties in the context of commercial use or for commercial use are only permitted with the written consent of VisitSweden Ltd. Visit Sweden Ltd is not liable for errors or disruptions in service operations, delivery difficulties, content or textual errors, except in cases of gross negligence.

Additional assets available online: Photos (10)

https://press.visitsweden.com/2021-05-24-Its-all-Art,-Design-and-the-Outdoors-Spring-news-from-Sweden