Success when Malmö Welcomes the World Premiere of “Joyride the Musical” – A Tribute to Roxette

Malmö Opera in Sweden is hosting the world premiere of *Joyride the Musical*, a new feel-good production paying tribute to the timeless music of Swedish pop legends Roxette.

The musical takes audiences on a joyful, humorous journey filled with powerful ballads and stunning performances. Since its debut on September 6, the show has received rave reviews from both audiences and critics. Of the 100,000 available tickets, 90,000 have already been sold, with a significant portion purchased by international visitors, highlighting the show's global appeal.

This fall, Malmö, reaffirms its position as a cultural hotspot, inviting music lovers to enjoy yet another spectacular musical event. Roxette, the duo comprised of Marie Fredriksson and Per Gessle, sold over 80 million albums worldwide, with hits like *Listen To Your Heart*, *It Must Have Been Love*, and *The Look* topping charts around the globe. These beloved tracks now form the core of *Joyride the Musical*, inspired by British author Jane Fallon's relationship comedy *Got You Back*.

With exceptional vocalists, dancers, breathtaking set designs, and impressive video projections, British director Guy Unsworth and set designer David Woodhead have created a world inspired by Roxette's iconic music videos and the fashion of the 1990s.

For those who remember Roxette's meteoric rise to fame, the musical offers a nostalgic journey packed with familiar references. For new fans, *Joyride* is the perfect introduction to the band’s dynamic, chart-topping sound and powerful ballads that defined a decade.

Joyride the Musical runs until April 27, 2025. The performances are in Swedish with English subtitles, while the songs are in their original English. More information and tickets.

Malmö, Sweden’s third-largest city on the southwest coast, has become a significant destination for musical events in recent years, drawing music lovers worldwide with its vibrant cultural scene. As the host city for the 2013 and 2024 Eurovision Song Contests, Malmö is the perfect backdrop for this world premiere, reinforcing its role as a thriving hub for musical events. For more information about Malmö, one of Scandinavia's youngest and most diverse cities.

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