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Swedish Red Cottage Flies To The Moon - Historic Launch On 15 January

At exactly 01:11 AM on 15 January local time (UTC -5), a little piece of Sweden will boldly go where no red cottage has gone before. History is about to be made as the Swedish MoonHouse takes off from Kennedy Space Center in Florida. The mastermind behind this cosmic escapade? Swedish artist Mikael Genberg, who cheekily admits, "It only took 25 years." Turns out, turning a whimsical idea into lunar reality is no small feat.

This isn't the plot of *Fly Me to the Moon* or the next blockbuster sci-fi. Soon, an **iconic Swedish red cottage** – the ultimate symbol of Original Swedish charm – will set up shop on the Moon. It's not a vacation rental (yet), but after a four-month space journey, it will become the first building on the moon and a testament to Genberg's passion for blending art, architecture, and audacity.

Genberg is no stranger to defying gravity, at least metaphorically. From his treetop stay Woodpecker to the underwater escapades of Hotel Utter Inn his projects have wowed visitors in his hometown of Västerås and beyond. He even sent a work of art to the International Space Station in 2009 alongside Sweden's first astronaut, Christer Fuglesang. Now, thanks to a partnership with ispace's lunar rover *TENACIOUS* and lander *RESILIENCE*, and voluntary contributions from a hundred individuals across the art world, aerospace industry, business sector and sports community, his **MoonHouse** dream is taking flight – literally.

"*It's exciting that something so original and unmistakably Swedish as the little red cottage gets to fly so high and will highlight our Earthly destination for years to come*," says **Susanne Andersson**, CEO of Visit Sweden.

Sweden's Red Cottages: Closer Than the Moon
Luckily, you don't need a rocket to enjoy the quintessential charm of a Swedish red cottage. These picturesque homes, embodying the Swedish Dream since the mid-19th century, are scattered across Sweden's countryside - from the southern archipelagos to the northern forests - like jewels in a green quilt during summer or cozy beacons in snow-covered wonderlands during winter.

From the storybook landscapes of child book author Astrid Lindgren's Småland to the Northern Lights and Arctic wonders of Swedish Lapland, these cottages offer a tranquil retreat rooted in tradition, year round.

But Sweden's appeal goes beyond its red cottages, it's the perfect getaway for anyone craving a slice of serenity and a taste of Scandinavian living – with a side of *fika*. We recommend intrigued travelers to ditch the spacesuit, grab their coziest jumper, and **visit the original Sweden**.

Sweden: A Top Travel Destination for 2025
Over the past year, Sweden has earned accolades as a premier travel destination from renowned outlets like *TIME*, *Condé Nast Traveler*, *National Geographic*, *CNN Travel*, *The New York Times*, and *Forbes*. Most recently, *Good Morning Washington* joined the chorus, naming Sweden a Top 2025 Destination. Discover our recommendation for a must-try Swedish bucket list experience here.

Sweden's Legacy of Innovation: From Nobel to the Moon
Sweden's space-bound cottage is part of a broader narrative of Swedish innovation that stretches back to Alfred Nobel. Known for inventing dynamite and founding the Nobel Prize, Nobel's legacy embodies the Swedish spirit of innovation, curiosity, and global impact.

Modern Sweden continues to invest in space exploration, technology, and sustainability. The Swedish Space Corporation (SSC), headquartered in Kiruna in Swedish Lapland, is a leader in satellite operations and atmospheric research, playing a critical role in advancing global scientific knowledge. Sweden's commitment to innovation is evident in projects like this MoonHouse, which blends creativity, engineering - and a touch of Swedish charm - to inspire the world.

"*Perhaps this house on the Moon can symbolize humanity's eternal quest to evolve, to extend our consciousness, and to view our planet from a new perspective,*" says **Mikael Genberg**.

Learn More
For more on Sweden's red cottages, the Original Sweden and must-visit destinations:

- Visit Sweden
- Press images
- Newsroom

For more on The MoonHouse:

- Press images
- Interviews with Mikael Genberg, the team, or ispace

Visit Sweden *has an official assignment from the Swedish government to market Sweden as a destination. Our vision is that Sweden by 2030 is the world's most sustainable and attractive destination built on innovation. Now more than ever, purposeful travel needs to be meaningful, conscious and creating lasting value with regard to our guests, the local community and our planet. Welcome to Sweden, a destination of a different nature.*

Additional assets available online: Photos (1)

https://press.visitsweden.com/2025-01-09-Swedish-Red-Cottage-Flies-To-The-Moon-Historic-Launch-On-15-January