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Midsummer magic and the grand opening of Junibacken at Astrid Lindgren’s World

As the days grow longer and the Swedish landscape begins to bloom, preparations are underway for the country’s most cherished tradition: Midsummer. While the world knows Sweden for its flower crowns and dancing frogs, 2026 offers fresh perspectives on this "unofficial national day," including a major opening in Småland and a historic gem in Sörmland.



Midsummer flower crown. Photo: Alexander Hall/imagebank.sweden.se (download)

A New "Junibacken" Opens for Midsummer

Just in time for the 2026 Midsummer weekend, Astrid Lindgren’s World (ALV) in Vimmerby will officially inaugurate the brand-new Junibacken.

While Stockholm’s Junibacken museum celebrates its 30th anniversary this year, its namesake in Vimmerby – the fictional home of Madicken (Mardie) – has been completely reimagined. This fully immersive storybook world brings the world of 1910s Sweden to life with live musicians, a larger ensemble of actors, and a new 800-seat grandstand. Visitors can explore the iconic Junibacken and the neighbouring Lugnet, stepping directly into the stories of one of Sweden's most beloved authors.

A Hidden Gem: Midsummer at Julita Gård

For those seeking a "postcard-perfect" experience away from the city, Julita Gård (Julita Manor) offers a unique historical setting. Located in Sörmland, just two hours west of Stockholm, this is the largest manor museum in the Nordic region.

Midsummer is the prime time to visit, as the June 19th festivities coincide with the spectacular peak blooming of one of Sweden's largest peony collections, featuring nearly 400 plants across approximately 130 different species and varieties.

Visitors can experience a truly bucolic Midsummer. The day features traditional maypole raising, folk dancing under the apple trees, and picnics on the lush lawns overlooking Lake Öljaren. It is an ideal destination for experiencing the "slow" and authentic side of Swedish summer.

Diverse Ways to Experience the Solstice

From the midnight sun in the north to seaside saunas in the west, Sweden offers a spectrum of traditions for 2026:

- **The Iconic One:** Leksand in Dalarna remains the heart of the holiday, where thousands gather for the country's most famous maypole raising.
- **The Frozen One:** Celebrate at the ICEHOTEL in Jukkasjärvi with ice sculpting and campfires under the midnight sun.
- **The Urban Folklore:** Skansen in Stockholm offers a 100-year-old tradition on the island of Djurgården, perfect for city-based travellers.
- **The Adventurous One:** Ski under the midnight sun at Riksgränsen, where the lifts stay open until midnight for a "Midsummer on snow" experience.
- **The Coastal Escape:** The Gothenburg Archipelago offers a maritime twist with fresh seafood and celebrations set against salt-streaked granite rocks.

Midsummer represents a unique window into the Swedish soul—a celebration of nature, light, and community. With the grand opening at Astrid Lindgren's World and the timeless charm of Julita Gård, 2026 is the perfect time to join the dance.

Midsummer Traditions at a Glance:

Date: June 19–20, 2026.

The Menu: Pickled herring, new potatoes with dill, and the first Swedish strawberries of the season.

The Ritual: Pick seven types of wildflowers and place them under a pillow to dream of a future spouse.

The Dance: The "Little Frogs" (Små grodorna) dance around the decorated maypole.

Press images: https://imagebank.sweden.se/my-selections/3bkx39g5pu

Press images (Julita Gård): https://www.mynewsdesk.com/se/nordiska_museet/latest_media/tag/julita-gaard

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