

New hotel celebrates Stockholm's pop legacy

Ruby Frida brings the spirit of the Swinging Sixties to Stockholm, from ABBA to Max Martin.

Anyone visiting Stockholm will come across Sweden's pop history at almost every turn. At ABBA The Museum, visitors can become the band's unofficial fifth member. Just a few streets away, the legendary Cheiron Studios produced global hits for Britney Spears, Backstreet Boys and NSYNC. Now, a new hotel is embracing this musical heritage as well. With Ruby Frida, the German hotel group Ruby opens its first property in Sweden, turning Stockholm's pop legacy into part of the guest experience.



Photo: Ruby Hotels (Press images available via media@ruby-hotels.com.)

Ruby Frida is located in the [Kungsholmen](#) district and offers 187 rooms. Housed in a carefully reimagined 1960s building, the property combines hotel, restaurants, offices and retail spaces under one roof. Stockholm Central Station can be reached in around ten minutes by public transport, while Stockholm Arlanda Airport is about 40 minutes away.

The hotel's 187 rooms are designed as soundproof retreats. Premium pocket spring mattresses, rainfall showers and a deliberately understated lighting concept ensure that the buzz of the Swedish capital fades away the moment the door closes behind you. At the heart of the hotel is the 24 hour bar, serving everything from the first coffee of the morning to an evening sundowner. Living up to its name, the Secret Garden is exactly that: a lush rooftop terrace offering a surprisingly peaceful escape in the middle of the city.

Inspired by the neighbourhood's history, the interior pays tribute to the Swinging Sixties, a period when Stockholm underwent a remarkable cultural and architectural transformation. Warm wood tones, geometric shapes, vintage details and subtle references to vinyl records run throughout the lobby and guest rooms. Premium Marshall speakers and carefully curated playlists continue the city's musical story. Guests who prefer to choose their own soundtrack can simply connect their personal playlist to the in-room speaker. One final surprise: e-guitars are available to borrow from the bar.

Ruby Frida at a glance

- **New opening:** Ruby Frida Hotel & Bar, Stockholm
- **Location:** Kungsholmen, close to Fridhemsplan
- **Rooms:** 187
- **Rates:** from SEK 1,100 per night (approx. EUR 100), excluding breakfast
- **Dog friendly**
- **Accessible rooms:** 18
- **Website:** <https://www.ihg.com/ruby-hotels/hotels/gb/en/stockholm/stofr/hoteldetail>

The hotel's location is no coincidence. Just a short walk away stood the legendary [Cheiron Studios](#). Producers from the Cheiron Studios and the creative network that followed went on to write hits for Britney Spears, Backstreet Boys, NSYNC, Lady Gaga, Taylor Swift and The Weeknd. The roots of this remarkable success story can be traced back to ABBA's international breakthrough. To this day, Stockholm remains one of the world's leading centres of pop music.

Yet Stockholm's musical story extends far beyond recording studios. Located on the island of [Djurgården](#), [ABBA The Museum](#) is one of the city's most visited attractions. Visitors can admire original costumes, gold records and personal memorabilia, step onto a virtual stage as the band's unofficial fifth member or explore the story of Swedish pop music across several decades. As an extra touch, parts of the audio guide are narrated by the four ABBA members themselves.

More musical experiences in Stockholm

- **ABBA The Museum:** Original costumes, gold records and interactive experiences celebrating Sweden's most famous band, located on the island of Djurgården. <https://abbathemuseum.com/en/>
- **ABBA The Museum & Hop On Hop Off:** Combined ticket including admission to ABBA The Museum plus 24 hours of Hop On Hop Off sightseeing by bus, boat or both, an easy way to explore Stockholm at your own pace. <https://www.stromma.com/de-se/stockholm/sightseeing-stockholm/combination-tours/hop-on-hop-off-bus-boat-to-abba-the-museum/>
- **Guided ABBA Tour of Stockholm (25 July):** Full day tour with renowned ABBA expert Carl Magnus Palm, visiting original ABBA locations, former recording studios and exclusive sites connected to the band's history. Includes lunch, traditional Swedish fika and a meeting with former ABBA musician

Finn Sjöberg. <https://www.toursforfans.com/abba-1-day/>

- **Swedish Music Hall of Fame:** Behind almost every catchy tune lies a story. Discover the people, songs and studios that helped make Sweden one of the world's most successful pop music nations. <https://smhof.se/>
- **The Avicii Experience:** An interactive exhibition dedicated to Swedish DJ and producer Tim Bergling, better known as Avicii. <https://aviciixperience.com/>
- **Scenkonstmuseet, Swedish Museum of Performing Arts:** An interactive museum exploring music, dance and theatre, where visitors can create their own music, try on theatre masks or even join a virtual dance troupe. <https://scenkonstmuseet.se/en/>
- **Hotel Rival:** This boutique hotel on Södermalm is owned by ABBA's Benny Andersson. Alongside stylish accommodation, it features a theatre hosting concerts, film screenings and live performances. <https://www.rival.se/en/>
- **Pop House Hotel:** You don't have to be a devoted ABBA fan to enjoy a stay here, but it certainly helps. The hotel shares its building with ABBA The Museum and the Swedish Music Hall of Fame, making it a favourite base for music lovers from around the world. <https://pophouse.hotels-stockholm.net/>
- **More tips for music lovers:** <https://www.visitstockholm.com/see-do/attractions/stockholm-loves-music/>

More information about Stockholm: <https://visitsweden.nl/bestemmingen/midden-zweden/stockholm>

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