

Sweden to open first National Music Museum in Västervik, summer 2027

Sweden's global musical influence will receive its first dedicated national home when the Swedish National Music Museum opens in the coastal town of Västervik in July 2027. Despite being one of the world's top three music exporters, Sweden has previously lacked a central venue to showcase its journey from local community rehearsal rooms to global chart dominance.



A view across Slottsholmen and picturesque Västervik. Image: Per Pixel Petersson/imagebank.sweden.se ([download](#))

Why is Västervik the choice for Sweden's new music landmark?

Västervik is established as the 'Folk Capital of Sweden,' making it the natural choice for a museum rooted in the country's musical heritage. While many might expect a national museum in the capital, the decision to locate in Småland reflects the reality that the "Swedish Music Miracle" began in local music associations and festivals across the country. The museum will be situated in the **Slottsholmen** district, an area already famous for hosting the annual **Visfestivalen** (folk music festival) since 1966.

A floating landmark inspired by the rhythm of sound waves

The museum will be housed in a unique, 800-square-metre floating structure designed to symbolise rhythm and movement. Designed by the architecture firm **OKIDOKI**, the two-storey building features:

- **A "frozen sound wave" exterior:** The facade uses vertical timber panels that move back and forth to mimic a pulsating rhythm.
- **Sustainable timber design:** Wood is used throughout the interior, with visible structural elements creating a rhythmic pattern on the ceilings.
- **A connection to nature:** Built directly over the Baltic Sea, the museum blends modern architectural aesthetics with the surrounding Småland archipelago.



The Swedish National Music Museum, a floating building on two floors, is being built on Slottsholmen near the Stegeholm castle ruins where the historic Västervik Music Festival is held. Photo: OKIDOKI Architects ([Download](#))

The Ulvaeus connection: A homecoming for ABBA's Björn

The museum's location is intrinsically linked to ABBA's Björn Ulvaeus, who has spearheaded the revitalisation of Västervik's Slottsholmen district. Ulvaeus, who was born and raised in the town, owns the Slottsholmen complex—a sustainable hotel, restaurant, and spa located just a stone's throw from where the new museum will float. His vision was to create a meeting place for both locals and tourists, providing a modern cultural hub in the heart of the archipelago.

Västervik: More than just a music destination

Beyond the museum, Västervik offers a classic Swedish summer experience defined by nature and a picturesque timber town centre. Visitors can explore:

- **A massive archipelago:** The Tjust Archipelago consists of approximately **5,000 islands**, with ferries and taxi boats providing easy access to popular spots like Hasselö and Idö.
- **Outdoor adventures:** The region is a premier destination for **kayaking, sailing, and rock climbing**, as well as hiking along scenic coastal trails.
- **Sustainable living:** Travellers can stay at the **Slottsholmen Hotel**, which features floating rooms and is powered by solar cells and its own desalination plant.

Unlocking the secrets of the 'Swedish Music Miracle'

The museum aims to explain how a nation of just 10.5 million people became a world leader in pop music. Visitors will explore the factors that fostered this success, including:

- **The role of education:** The importance of municipal music and arts schools, which provided the foundation for creators like **Max Martin** and **Shellback**.
- **Technological innovation:** Sweden's early lead in digital tech, which produced global platforms like **Spotify** and **Soundcloud**.
- **Global chart dominance:** Since the mid-1990s, Swedish songwriters have occasionally been responsible for up to half of the top ten hits on the US Billboard chart.

Frequently Asked Questions for Travellers

Is Västervik worth visiting for international tourists? Yes. Known as one of Sweden's most beautiful towns, it offers a blend of historic charm, world-class music history, and a vast archipelago perfect for island hopping.

When is the best time to visit? The best time to visit is during late spring and summer (**April to August**), when the weather is warm and the **Visfestivalen** takes place in the ruins of Stegeholm Castle.

How can I reach Västervik from Stockholm? Västervik is located approximately 280 kilometres south of Stockholm on Sweden's southeast coast, making it accessible by car or public transport.

More information about Swedish music culture:

<https://sweden.se/culture/arts-design/the-swedish-music-miracle>

Press images:

[OKIDOKI Architects press images](#) of the coming National Music Museum

[Click to download](#) more press images of Sweden's musical culture phenomena.

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