

# MOMENTS

BY THE SWEDISH EXHIBITION & CONGRESS CENTRE | GOTHIA TOWERS | 1 | 2016

## Quality quartet

JERSEY BOYS, THE MUSICAL,  
IS A GLOBAL SUCCESS

### GOTHENBURG: CITY OF BEER

DRINKS WORTHY  
OF A FAIR

### HOW TO MAKE BREAKFAST LUXURIOUS

BE INSPIRED  
BY KRISTER DAHL

### TOMORROW'S AMUSEMENT PARK

LISEBERG'S MAJOR  
NEW INITIATIVES

VÄND FÖR  
SVENSK  
VERSION!

Gothia Towers. The ideal destination, whether with family, friends or colleagues, on business or on your own. We're close to all the main attractions, including Liseberg, restaurants and shows. Welcome to Gothenburg and Gothia Towers!

**Special offers and packages:**  
[gothiatowers.com/offers](http://gothiatowers.com/offers)

## Welcome to our meeting place!

**EACH YEAR**, 1.8 million people from all over the world choose to come to the Swedish Exhibition & Congress Centre and Gothia Towers to meet, eat, stay overnight, and develop businesses, products or ideas. As our guest, you can enjoy everything from the hotel, shops, theatre, spa and restaurants to exhibition halls and different kinds of sports arenas. And it's all under one roof.

In your hand you hold Moments, our new magazine, where you can read about what's new with us and a small selection of what's happening around Gothenburg. The great thing about being our guest is that everything the city has to offer is right outside the door. This issue offers, for example, reading about trendy microbreweries, tomorrow's amusement park, the history of Jersey Boys, and expert Simon Sinek's thoughts on leadership and development.

**WHETHER YOU ARE** visiting us on business for a trade show, meeting or congress, for the pleasure of enjoying a spectacular show or a meal at an exquisite restaurant, or for a quiet visit with your loved ones, we hope the results are the same: a memorable experience and joyful moments that will bring you back to us again.

Enjoy the magazine! ☺



**CARIN KINDBOM**  
PRESIDENT AND CEO  
THE SWEDISH EXHIBITION  
& CONGRESS CENTRE



**MOMENTS** is published by the Swedish Exhibition & Congress Centre  
**Phone:** +46 (0)31-708 80 00 **Street address:** Mässans Gata/Korsvägen  
**Mailing address:** 412 94 Gothenburg **Website:** [www.svenskamassan.se](http://www.svenskamassan.se)  
**Project coordinator for the Swedish Exhibition & Congress Centre:** Nils Sjöberg, [nils.sjoberg@svenskamassan.se](mailto:nils.sjoberg@svenskamassan.se) **Production:** Spoon, [www.spoon.se](http://www.spoon.se) **Project manager:** Malin Dittmer, [malin.dittmer@spoon.se](mailto:malin.dittmer@spoon.se)

**Art director:** Ken Niss, [ken.niss@spoon.se](mailto:ken.niss@spoon.se) **Cover photo:** Anna Tärnhuvud **Translation:** Språkbolaget **Printing:** Trydells tryckeri, Laholm 2016

**Facebook:**  
[svenskamassan](https://www.facebook.com/svenskamassan)  
 **Facebook:**  
[gothiatowers](https://www.facebook.com/gothiatowers)

**Twitter:**  
[@svenskamassan](https://twitter.com/svenskamassan)  
 **Instagram:**  
[@gothiatowers](https://www.instagram.com/gothiatowers)

## GOTHIA TOWERS

**SVENSKA MÄSSAN**  
THE SWEDISH EXHIBITION & CONGRESS CENTRE

## GOTHIA TOWERS





PHOTO STEFAN EDETOFT



12

PHOTO HANNES OJENSA



10

PHOTO LISEBERG



17

PHOTO ANNA TÄRNHUVUD



20

PHOTO STEFAN EDETOFT



24

## 1 | 2016

### 10 Practice for leaders

According to motivational speaker and author Simon Sinek, leadership takes practice.

### 12 Beer takes centre stage

Gothenburg has a specialty brewery for every taste – and a trade show dedicated to beer.

### 17 Liseberg's news

The amusement park is constantly growing and will soon open a new attraction area.

### 20 A true story on stage

The acclaimed musical Jersey Boys is coming to Gothenburg and The Theatre this spring.

### 24 A celebrity chef's sandwich

Krister Dahl offers breakfast inspiration and the recipe for his tastiest weekend sandwich.

4 **ENTRANCE:** IN BRIEF

8 **CHECKING IN:** CHOOSE A PILLOW FOR THE NIGHT

22 **SPOTLIGHT ON:** EVERYTHING CAN BE BUILT WITH WOOD

26 **INSIGHT:** MAJOR FOCUS FOR THE FUTURE

28 **IN GOTHENBURG:** SIGHTSEEING BY TRAM

PHOTO: GOTHENBURG BOOK FAIR, NIKLAS MAUPOIX, ADAM LUNDQUIST, CLAES JANSSON



Isaac B. Singer, Desmond Tutu, Svetlana Aleksijevitj and Nadine Gordimer are among the many Nobel Laureates who have visited the Gothenburg Book Fair over the years.

## Gothenburg Book Fair attracts Nobel Laureates

**THE GOTHENBURG** Book Fair, the Nordic region's largest meeting place for literature and culture, gathers nearly 100,000 visitors each year. The fair has also attracted many Nobel Laureates over the years.

Isaac B. Singer, who received the Nobel Prize in literature in 1978, attended the very first Gothenburg Book Fair in 1985. A host of authors, politicians and researchers who have received the prize in literature, medicine, and the peace prize have attended since then. Desmond Tutu (Nobel Peace Prize 1984), Nadine Gordimer (Nobel Prize in literature 1991), Doris Lessing (Nobel Prize in literature 2007) and Svetlana Aleksijevitj (Nobel Prize in literature 2015)

are just some of the many Laureates who have visited the Gothenburg Book Fair. Svetlana Aleksijevitj was a guest writer of Gothenburg City of Refuge for several years, and her receipt of the award was a clear tribute to freedom of speech.

In fact, Gothenburg Book Fair 2016 will focus on the right to freedom of expression. It will be 250 years since Sweden's Freedom of the Press Act was passed, the first in the world – a fact that will be observed in many seminars and talks. And who knows? Maybe a few future Nobel Laureates will also be in attendance. ☉

! The Gothenburg Book Fair will be held 22–25 September 2016. [www.bokmassan.se](http://www.bokmassan.se)

### ON STAGE

PHOTO: THOMAS EDMAN



*"Self-driving cars. That is the biggest technological change that's going to happen in the next 20 years, and it will have the biggest impact on our lives."*

**STEVE WOZNIAK**, ONE OF APPLE'S FOUNDERS, AT HJÄRTILLSKOTT AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN 2015.



### FIND YOUR WAY WITH APPS

The Swedish Exhibition & Congress Centre and Gothia Towers apps have information on trade shows, hotels, restaurants and events. You can buy tickets to trade fairs and shows, and create your own trade fair programme. The apps' maps will also help you navigate indoors in all public spaces. The apps are available in the App Store and Google Play.

## New possibilities for industry

**FIRST CAME THE** steam engine, then electrification and computerisation. We are now headed into a fourth industrial revolution: Industry 4.0. It is about digitisation, flexibility and sustainable competitiveness. The ability to connect machines and humans to the internet is going to create tomorrow's smart factories and generate new possibilities for industry. At the same time, it is an enormous challenge to keep up with the fast pace of technological development.

The Swedish Exhibition & Congress Centre and Automation Region are holding the Automation Summit conference and the Scanautomatic & Process Technology trade fair simultaneously in Gothenburg for the first time this autumn. It will be a forum for industrial digitisation. Through cross-industry presentations and discussions, the conference will help companies take the leap into the digital world.

"Our goal is for the Automation Summit to be an international conference for tomorrow's industry," says Pia Nyzell, exhibition manager for Scanautomatic & Process Technology. ☉

! Scanautomatic & Process Technology (4–6 October) is the Nordic region's biggest meeting place for the manufacturing industry. Automation Summit will be held on 4 October. [www.scanautomatic.se](http://www.scanautomatic.se)

### NUMBER

# 180,000

The total area of the Swedish Exhibition & Congress Centre and Gothia Towers facilities in square metres.



Egon, Gustav and Trippelina.

## The figures on the roof

**EGON, GUSTAV AND TRIPPELINA** are the names of Gothia Towers' family members, and they live in a magical cottage on the roof of the hotel.

The figures are part of Kidz at Gothia Towers, the hotel's new concept for children. For the youngest family members to have a great time during their stay too, special areas and activities are available just for kids. Baking, movie screenings, Kapla tournaments and a circus theme are just a few of all the fun things the hotel's youngest guests can look forward to in 2016. ☉





THE MOMENT

**8:46 P.M.** LIKE A SHIMMERING BLUE work of art, it protrudes out past the second tower's glass facade. Gothia Towers' hanging pool hovers an impressive 50 metres above ground and offers spectacular views: the floor and walls are all made of glass. The pool is heated to 37 degrees Celsius all year long. It holds 30,000 litres of water, the equivalent of 40 tonnes. The champagne pool bubbles like champagne and is part of the Upper House Spa. Only three hotels in the world have pools that protrude from the building; the other two are in Shanghai and Dubai. [📍](#)



## MEMORABLE MEETINGS



PHOTO VIKTOR J FREMLING

Jenny Hermanson, Nordic CEO of Spotify, will be a guest at Meg in April.

**JENNY HERMANSON**, CEO of SPOTIFY

“I made a friend by the coffee machine”

**JENNY HERMANSON IS** the Nordic CEO of Spotify, where she has worked since 2009.

In April she will take part in Meg, Göteborg Media Days, at the Swedish Exhibition & Congress Centre, with a seminar on ideas, strategies and innovative thinking in the new media landscape. 📍

! Meg, Göteborg Media Days, 7-8 April 2016. [www.meg.se](http://www.meg.se)

## THREE MAGIC MEETINGS

1 “A meeting by a coffee machine ended up in a lifelong friendship. I was in my first year at Spotify, and there was a girl in Product who I had said hello to a few times, but nothing more. One day I was standing by the coffee machine waiting for my coffee. I had just had my hair coloured at the salon, and she commented on it as she walked by. It was the first time we said more than just hi, and today Michelle Kadir is one of my closest friends.”

2 “Two years ago, I had the good fortune to take part in a mentorship programme with a personally selected mentor. I'll never forget our first meeting. At first, I really wasn't sure it was a good match. But as the meeting went on, I became more and more convinced. When it was over, I was overwhelmed and could barely wait for our next meeting. I had met a mentor who gave incredibly smart advice and tips that I use at work daily. Without him, I wouldn't be where I am today.”

3 “A few months ago, I met one of my absolute favourite musicians, The Weeknd, after a tiny secret show in Oslo. I had to mention that meeting!”

## Healthy spring programme

**INTEREST IN HEALTH** and exercise is growing and growing. At the same time, obesity and overweight are serious threats to public health.

The heart, obesity and nutrition are front and centre at three of this spring's major congresses at the Swedish Exhibition & Congress Centre. In April, 1,300 participants will attend Sweden's biggest cardiac care meeting, the Swedish Cardiovascular Spring Meeting.

The European Obesity Summit, a research meeting, will draw an impressive 3,000 participants from all over the world to Gothenburg in June. At the end of the month, 600 researchers and nutrition specialists will come together for the Nordic Nutrition Conference to present the latest research findings.

In 2016, around 10 research-based conferences will be held at the Swedish Exhibition & Congress Centre. 📍

## Did you know that...

...Gothia Towers offers a free gym for guests and employees. Enjoy group runs on Tuesdays, strength-training on Wednesdays, medical yoga on Thursdays, and lunchtime walks with exercises. Gothenburg residents craving a workout are welcome to join in on the runs.



This year, all runners participating in GöteborgsVarvet will be welcomed at the Swedish Exhibition & Congress Centre to find their bib numbers.

## Runners moving in

**THE WORLD'S BIGGEST** half marathon is called GöteborgsVarvet and it is held every May. In 2016, the running festival's huge sports and health expo, as well as the bib number pick-up, will be held at the Swedish Exhibition & Congress Centre for the first time. GöteborgsVarvet Expo usually attracts around 80,000 visitors, and now that the fair is gearing up with space for even more exhibitors and activities, the hope is to draw an even bigger crowd. Open to all, the expo is a national meeting place for health and sports. 📍

! GöteborgsVarvet Expo will be held 19-22 May 2016. [www.goteborgsvarvetexpo.se](http://www.goteborgsvarvetexpo.se)

## Spotlight on digital health care and social services

**SWEDEN'S BIGGEST** eHealth meeting is called Vitalis and it will gather over 3,200 participants at the Swedish Exhibition & Congress Centre in April to discuss the possibilities of digitisation in health care.

“Interest has increased every year, and more and more major players, like Cisco and Microsoft, are

choosing Vitalis,” says Maria Sterner, exhibition manager.

The programme comprises over 140 lectures, and the main speakers include Minister for Health Care and Public Health Gabriel Wikström, and Elena Bonfiglioli, Worldwide Health Director, Microsoft. New this year is an

initiative for healthcare workers. One full day will be dedicated to primary care, where there is a major need to find new, efficient work methods. It is important to improve accessibility and offer good, equitable care to all patients. 📍

! Vitalis will be held 5-7 April 2016. [www.vitalis.nu](http://www.vitalis.nu)

**MEG**  
SINCE 2012

SEMINARS  
PANEL DISCUSSIONS  
AWARDS  
MINGLE  
FESTIVITIES

**GÖTEBORG**  
**MEDIA DAYS**

FOCUS 2016 FREEDOM OF SPEECH  
AND DIGITAL INNOVATION

**SWEDEN'S MOST  
IMPORTANT MEETING  
PLACE FOR MEDIA ISSUES**

MORE THAN 100 SWEDISH AND INTERNATIONAL SPEAKERS



Göteborg Media Days 7 to 8 April 2016  
The Swedish Exhibition & Congress Centre

[meg.se](http://meg.se)

#meg16 [facebook.com/mediedagarna](https://facebook.com/mediedagarna) @mediedagarna

**Meg**<sup>16</sup>

**ROOM NO. 2209**

Floor: 22.  
Pictured: Nina Fors,  
Upper House hotel manager.

PHOTO STEFAN EDETTOFT



# A menu full of pillows

**T**OO FLAT, TOO tall, too hard or too soft. Hotel pillows are rarely as perfect as your pillow at home. And often, the right pillow is essential for a good night's sleep. Upper House, Gothia Towers' five-star sister hotel, offers a pillow menu, where guests can choose from several options.

"There is a selection of pillows for every taste: for people who are a bit more particular about what they sleep on, or who have trouble sleeping on certain pillows," says Nina Fors, hotel manager at Upper House.

"For example, if you're travelling with carry-on luggage, it can be hard to find room for your own pillow."

In addition to the standard pillows already found on beds, the menu has four pillows from which to choose: an ergonomic pillow that moulds to the head and neck; a resilient, hypoallergenic ball fibre pillow; an extra soft microfibre pillow and a sound pillow.

"The sound pillow has an AUX cable that you can connect to your own device, so you can listen to whatever you like. It

means you don't have to use headphones and get all tangled up in cords."

But the ergonomic pillow is most popular among guests.

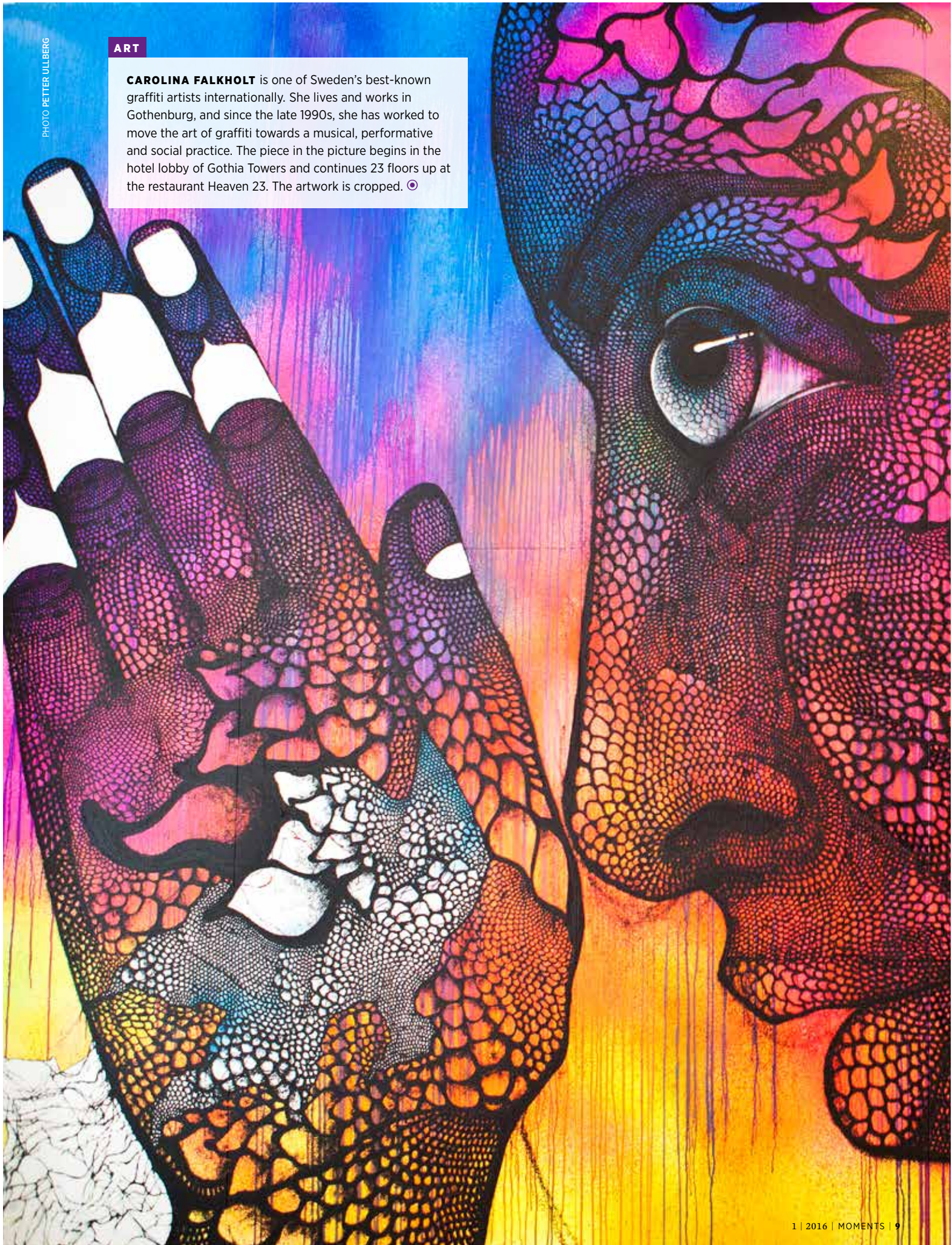
"Lots of people have problems with their neck and shoulders, and it's fantastic to be able to offer this service. You can find pillow menus without a problem abroad, but they're less common in Sweden. Many people realise they want a different pillow when they see the menu." ☉

HANNA KLUMBIES



ART

**CAROLINA FALKHOLT** is one of Sweden's best-known graffiti artists internationally. She lives and works in Gothenburg, and since the late 1990s, she has worked to move the art of graffiti towards a musical, performative and social practice. The piece in the picture begins in the hotel lobby of Gothia Towers and continues 23 floors up at the restaurant Heaven 23. The artwork is cropped. ●





---

## FACTS

**Name:** Simon Sinek.  
**Age:** 42 years old.  
**Job:** Author and motivational speaker.





**SIMON SINEK**, BUSINESS GURU:

# “Good leaders know they have a responsibility”

**SIMON SINEK** is a leadership expert, motivational speaker, and author of the books *Start With Why* and *Leaders Eat Last*. He may be most famous for his TED talk, *How great leaders inspire action*, which is among the most-watched talks ever on ted.com.

## What makes for good leadership?

“Good leaders understand that they have a responsibility for the people inside their organisations. Leadership is not about being in charge; it’s about taking care of those in your charge. You can’t lead a company; you can only lead people.”

## How does one become a good leader?

“Practice, practice, practice. And you have to fail a lot and you have to try again and again and again. It’s a skill like any other that requires studying and learning and practising. And in time, you gain expertise. It’s the practice of empathy. It’s considering the impact of your decisions on the lives of human beings, not just bottom lines.”

## You talk a lot about the circle of safety. What is that?

“There are all kinds of pressures, threats and dangers outside your organisation. Competitive threats, the stock market, economies, all kinds of things. Those things are out of our control and they are constant. The only variables are the conditions

inside an organisation and if we feel safe amongst our own. It means we don’t fear each other. Then the natural human reactions to those conditions are trust and cooperation. That’s what I mean by the circle of safety. This can only be achieved with good leadership.”

## What happens if you don’t create the circle of safety?

“The absence of a circle of safety means there is danger outside the organisation and there is danger inside the organisation. And this makes an organisation struggle. 99 percent of the problems that companies face can probably be boiled down to leadership.”

## You say that leadership is a choice.

### What do you mean by that?

“We can choose to lead an organisation well, or we can choose to lead it poorly. We can choose to prioritize the lives of human beings over our personal interests. How we take care of others is entirely our choosing.”

## Do you think that you are an inspiring leader yourself?

“I work hard to be the leader that I wish I had. And I try to do the things I talk about.”

HANNA KLUMBIES

! Simon Sinek spoke at Hjärtillskott at the Swedish Exhibition & Congress Centre in November 2015.

## Three inspiring leaders, according to Simon Sinek

1

### THE POPE

“Because he stands for something inclusive and is enjoying a popularity even outside the catholic church.”

2

### LADY GAGA

“She offers people who are often treated as misfits a place to belong. And her message is always positive, and always consistent.”

3

### ELON MUSK

“He has a vision of the world that is different. And he’s repeated his success multiple times, which is one of the signs of a good leader.”



Craft brewery Beerblotek has been in operation for three years and the business concept is to produce high-quality beer. The brewery releases a new beer almost weekly. Every beer has a name and a number. This year, they expect to brew around 600,000 litres of beer.

# BEER FOR EVERY TASTE

Raspberry, sour or lager. In Gothenburg, city of beer, you can find a special beer for every taste, and new breweries are opening all the time. Craft beer is here to stay.

TEXT **MAJA LARSSON** PHOTO **STEFAN EDETOFT**


**C**APS CLATTER, BROWN bottles clink and beer flows. It is bottling-line Monday at Beerblotek, and this old warehouse smells of hops, malt and...something sweet?

“That’s raspberry,” says brewer and co-owner Adam Norman, in his exciting Australian-Gothenburg accent.

“We’re bottling Raspberry Wheat today,” clarifies colleague Darryl de Necker, in his South African one.

Craft brewery Beerblotek was born at the Doppio espresso bar in Gothenburg three years ago. Adam, who ran the café with his friend Richard Bull from New Zealand, began brewing beer in his free time. Regulars Darryl de Necker and Anders Hedlund joined in and the group started a company. Soon, they moved into a brewing facility in Sockerbruket, near Röda Sten at Gothenburg’s harbour entrance. Doppio had to change owners as brewing took up more and more time. ➤



A full-page photograph of two men standing in a brewery. They are positioned between several large, shiny stainless steel brewing tanks. The man on the left is wearing a grey long-sleeved shirt and dark jeans. The man on the right is wearing a grey t-shirt with a 'HOWLING MONKEY' logo and dark jeans. He has his arm around the other man's shoulder. The background shows more tanks and a yellow door.

What began as a hobby for co-owners Darryl de Necker and Adam Norman has grown exponentially. Today, 30 percent of Beerbliotek's production goes to Systembolaget; the rest is sold at restaurants or exported.

#### **KEEPING BEER LOVERS BUSY**

On 22–23 April, the beer trend will be on display at the Swedish Exhibition & Congress Centre via the annual A Beer & Whisky Fair, where taste tests, brewing competitions and exciting flavours are front and centre.

GBG Beer Week runs the entire week of 15–23 April, before and during the fair. The event is arranged by the city's breweries, beer pubs and beer connoisseurs. The week will include brewery tours, new releases and other beer-related activities all over Gothenburg.

Oceanbryggeriet is considered one of Gothenburg's first craft breweries. Thomas Bingebo believes curious Gothenburg citizens have contributed to the city's brewery boom.



“We knew a lot of people in the bar industry thanks to the café, which meant we got our beer into a lot of bars quickly. Now we’re at almost every good bar in the city,” says Adam.

Beerbliotek’s success could be said to be the result of a new interest among Gothenburg residents: fine beer.

“Swedes love to geek out. First it was wine, then it was whisky – now it’s beer. And people are highly aware; everyone who likes beer today knows what an IPA is,” says Adam.

**BEERBLIOTEK IS FAR** from alone on its journey. In the last 10 years, some 10 craft breweries have been established on the Gothenburg market. Beer expert Fredrik Berggren rejoices at the development.

“Before, it was all about strong beer. At the same time, beer has always had a natural place in this city, because breweries have been here for hundreds of years. So when the offering got better, it was like beer drinkers embraced something new really fast,” he says.

Fredrik Berggren explains that many beer-lovers have a ‘candy in a candy store’ attitude – they love to buy a wide variety of beer and try them all out, rather than sticking with one favourite.

He reckons Gothenburg’s size has led to that city

in particular earning its position as a top beer city. While small enough that everyone knows everyone else and can lend a hand, Gothenburg is still big enough to have a good market.

**How would you describe Gothenburg as a beer city?**

“A lot of people are old home brewers who started brewing commercially. There’s a great community, a grassroots vibe, I would say. And I think that’s been crucial for all the great beers that are being produced.”

**“WE’RE HALFWAY THROUGH!”**

The bottling line crew at Beerbliotek grapples with the 5,500 bottles to be filled, labelled, capped and boxed before lunch. Darryl spreads his arms:

“This is the perfect space for us. There’s room for everything! And you can drive a truck in here; it’s really practical.”

The brewery by Röda Sten became too small and impractical last year, and the crew found an additional facility.

In the warehouse, the cartons are neatly sorted in aisles. Darryl explains that 30 percent of production goes to Systembolaget, and the rest is sold at bars or exported. So far, Beerbliotek has brewed 147 varieties



**“We don’t have a lot of varieties just to have a lot of varieties; it’s because we know that people want to try something new often.”**

DARRYL DE NECKER, CRAFT BREWERY BEERBLIOTEK

of beer in order to meet the market’s demand for new flavours.

“We don’t have a lot of varieties just to have a lot of varieties; it’s because we know that people want to try something new often,” says Darryl.

Last year, Beerbliotek brewed 40,000 litres. This year, that figure will be around 600,000 litres. Beerbliotek, a play on the Swedish word for library, is all about being a beer library for various tastes. The brewery releases a new beer almost weekly, and each beer has a name and a number. Some become hits, some don’t.

“Bobek Citra #5, we’ve probably brewed that one 45 or 50 times,” says Darryl, presenting a bottle with a violet label.

It’s a fruity and floral American pale ale. Darryl thinks its popularity stems from its well-balanced flavour. He takes out another bottle.

“But we’ve only brewed Sorachi Ace of Base #119 once, although it was a fantastic beer. Lots of people wonder whether we do test brews. We don’t. Everything is a ‘test’. But sometimes it doesn’t turn out the way we thought it would and we’ve tossed beer that hasn’t been up to par. The business side is, of course, to produce high-quality beer.”

**WHILE BEERBLIOTEK EXPERIMENTS** with chilli, raspberries and chocolate, Oceanbryggeriet’s brewer Thomas Bingebo fine-tunes the technical details of the same India pale ale as eight years ago. Oceanbryggeriet, which launched in 2007, is considered one of Gothenburg’s very first craft breweries.

“Our Ocean IPA has been around since 2008, but I think it’s better today. Laypeople may not notice a difference, but I do. Things can always be better,” says the experienced brewer.

Since the beginning, he has seen brewery after brewery open their doors. Systembolaget’s specialty beer shelves are getting longer and longer, and A Beer & Whisky Fair, which began in 2013, sold out its very first year. Wine is no longer the clear choice for food pairings at restaurants, and many of them offer craft beer in their beverage packages.

“Five years ago, I would have laughed if someone said craft breweries would have 10 percent of the Christmas beer market. Now that’s practically true,” says Thomas Bingebo cheerfully.

While the influx of new breweries has stiffened competition, beer lover Thomas is happy about the boost in interest.

“It’s incredibly fun that people are discovering craft-brewed beer. I really don’t know why Gothenburg in particular has become such a big beer city, but I bet it’s thanks to the curious residents.” ☺



Oceanbryggeriet has refined its India pale ale for eight years, but also brews, among other things, Ebbotale – a traditional English brown ale.



Interest in fine drinks has grown in Sweden.

## A Beer & Whisky Fair grows and draws more visitors

**O**N 22–23 APRIL, the doors of the Swedish Exhibition & Congress Centre will open up for A Beer & Whisky Fair for the fourth year in a row. The successful fair has grown by 50% since its beginning. For two days, an estimated 20,000 people will visit the fair, where major companies like Spendrups will mingle with local beer producers like Stigbergets Bryggeri.

The fair is the culmination of GBG Beer Week, which takes place the same week, 15–23 April, and in which pubs, restaurants, breweries, importers and more arrange events to highlight the city’s beer culture.

“We’re happy about GBG Beer Week. For us, it’s important that the entire city flourishes and that people learn more about beer. There are a lot of great breweries and pubs where you can take part in exciting events,” says Stanley Wong, fair organiser.

**THE TREND IN** Sweden is that people are buying fewer but pricier alcoholic beverages, and demand for better products is growing. This is believed to be due to a rising interest in fine beverages, and the fact that we’re drinking to learn and to experience new flavours. In addition, many high-quality drinks are more readily available than before. The focus at A Beer & Whisky Fair is to create a meeting place with high-quality drinks for seasoned and novice beverage connoisseurs alike. The fair has exhibitors to guide visitors, inspire them, and teach them more about the flavours and experiences to be found among beverages and delicacies.

“We want our fair to be trendsetting and to lead to better drink experiences. And we want it to be an international meeting place that draws visitors from other cities and countries,” finishes Stanley Wong. ☺

See more at [www.enolochwhiskymassa.se](http://www.enolochwhiskymassa.se) and [www.beerweek.se](http://www.beerweek.se).



ROOM RATES FROM

**645 SEK**

PER PERSON

**R**ooms with a feeling. Gothia Towers features 1200 tastefully decorated rooms, most of which offer magnificent views of the city. We have everything from well-equipped double rooms to spacious suites. With comfortable beds, a wide selection of TV entertainment, a delicious breakfast and everything else you might need for an enjoyable stay, we hope you will feel at home with us.

**GOTHIA TOWERS**

[gothiatowers.com](http://gothiatowers.com)





# Into the future, full speed ahead

Surviving as an amusement park requires constantly evolving. With a new attraction area and plans for a new hotel and its own water park, Liseberg has mapped out its path into the future.

TEXT MAGNUS CARLSSON PHOTO STEFAN KARLBERG/LISEBERG



Balder is one of Liseberg's most popular attractions. The amusement park has future plans for a new hotel and a water park.

**R**UNNING AN AMUSEMENT park isn't easy. A lot has to come together to satisfy visitors. What's more, the industry is extremely investment-heavy: for an amusement park like Liseberg to retain its guests, 12–14 percent of annual sales must be reinvested in the park.

"That's just what it takes to keep your guests. Not to grow, just to keep the ones you have. Constantly developing the products is absolutely the most important thing for us. Something has to be going on constantly," says Andreas Andersen, CEO of Liseberg.

He also says that guests' expectations steadily rise, which results in a tough challenge.

"20 years ago, we were compared to Skara Sommarland or Gröna Lund. Today, we're compared to what you might experience in Orlando, Dubai or Singapore. At the same time, we're working in a Nordic

amusement park tradition, which is an urban park tradition, where the parks are a natural feature of the city. And that's something we want to preserve. Only a handful of parks like that remain in Europe today."

**TO BE ABLE** to develop an amusement park, you have to watch what's happening elsewhere in the world – and it wouldn't be false to say Andreas Andersen has one of the keenest eyes around. Before coming to Liseberg, he was CEO of Copenhagen's response to Liseberg, Tivoli, and he had long dedicated his free time to travelling the globe to test out different roller coasters.

"I like coasters with a nice composition. I view a coaster like a piece of music. It should have an introduction, a build-up, and an incredible crescendo."

Andreas Andersen has ridden over 500 roller ➤

## LISEBERG IN NUMBERS

**Number of visitors:** 3.1 million (2015).

**Sales:** 1.15 billion.

**Number of employees:** 370 full-time and 2,100 seasonal employees.



Liseberg's CEO Andreas Andersen loves roller coasters. In his free time, he has travelled the globe and tried out over 500 of them. "I like coasters with a nice composition. I view a coaster like a piece of music," he says.

**“It's important to be a reflection of the city we're in. You should be able to recognise yourself. It should be Gothenburg.”**

ANDREAS ANDERSEN, CEO OF LISEBERG

## POSTPONED OPENING

Liseberg opened in 1923 in conjunction with the Gothenburg Exposition. The expo was supposed to have been held two years earlier to celebrate Gothenburg's 300-year anniversary, but a lousy economy meant it had to be postponed. When Liseberg celebrated 60 years in 1983, the distinctive Liseberg Rabbit stepped into the action and became Liseberg's official symbol. Since last year, Liseberg has had three different seasons. In addition to the summer season and Christmas at Liseberg, the park is open for one week during Halloween.

coasters all over the world, and he has seen how the trends have evolved.

"The late 1990s saw what we called 'the coaster war' in the industry. They constantly had to be taller, faster and crazier, and different parks would outdo one another. But today the focus is on a more high-quality experience not only when it comes to roller coasters, but also to parks in general. When you enter the park, you should be transported into a new world," says Andreas Andersen.

And that is the world he is aiming for in order to strengthen Liseberg. It is no longer about building the biggest or craziest ride – instead, it's about focusing on what's already good.

"It's important to be a reflection of the city we're in. You should be able to recognise yourself. It should be Gothenburg; it should be west-coast and a Swedish context. And we're good at that."

**INTERNATIONALLY, SEVERAL OTHER** trends are clearly emerging in the amusement park industry, according to Andreas Andersen. Sustainability issues are becoming more important – amusement parks must consider their environmental impact – and today's digital society is making an increasingly clear impression.

"Digitization is absolutely a trend. More and more, smart phones are being integrated with the experience, and I don't think it will be long before we're all walking

## New attraction area for all ages

**IN THE RUN-UP** to this year's season, Liseberg is opening a brand new attraction area. Uppskjutet, Höjdskräcken and Pariserhjulet have all been retired. In their place will be a large garden, including an enormous rose garden and a forbidden garden with poisonous plants. The site will also hold Liseberg's largest playground ever, and two brand new attractions: the kid-friendly Blomsterkarusellen and, for the fool-hardy, Aerospin – a carousel that takes riders 36 metres up in the air. The season begins on 23 April.

around with smartwatches. Our ride passes will be integrated with the watches, which is also where we'll find information about attractions and wait times," says Andreas Andersen.

Another trend is that to a greater extent, amusement parks are becoming resorts. Visitors have increasingly high expectations for the food and people want the option to stay at the park. Liseberg is meeting those demands by upgrading the park's restaurants, and there are plans to expand with a new hotel and a water park for the City of Gothenburg's 400-year anniversary in 2021.

"It's our biggest, most ambitious project ever. It would boost our volume and our guest numbers, and it would take our finances to the next level. But how the project progresses depends on the political process in the City of Gothenburg, which owns Liseberg," says Andreas Andersen.

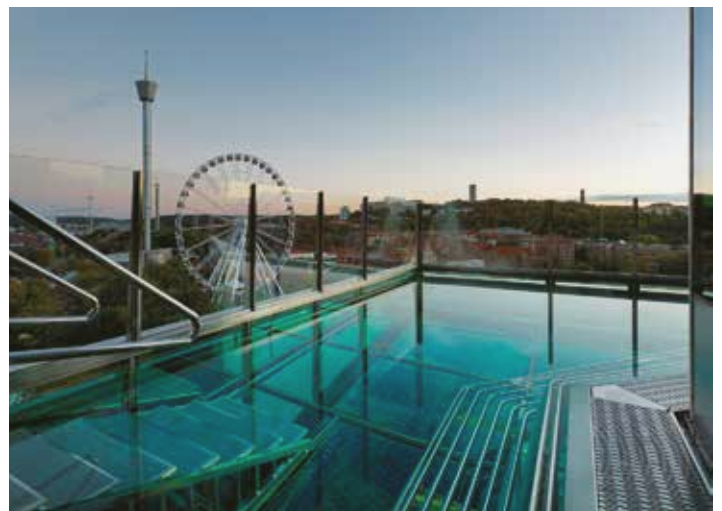
**LOTS OF AMUSEMENT** parks in warmer climates around the world are open year-round. Liseberg is open throughout the summer and during both Halloween and the Christmas season. But Liseberg is never going to be open year-round, according to Andreas Andersen.

"However, I believe our seasons are going to become even more thematic; we're going to work on strengthening their various expressions. But being open year-round isn't profitable. Plus, people need time to crave to come back between visits." 🕒



Aerospin is one of Liseberg's new rides for 2016.





# Acclaimed musical comes to Gothenburg

Few musicals have been as successful as Jersey Boys. It has been running world-wide for over 10 years, and it was even made into an acclaimed Hollywood movie. Now it's time for the next step – this spring, Jersey Boys is coming to Gothenburg and Gothia Towers.

TEXT MAGNUS CARLSSON PHOTO ANNA TÄRNHUVUD

**W**HEN JERSEY BOYS premiered on Broadway in New York in 2005, the success was immediate and the show soon began to travel around the world.

In 2014, Jersey Boys was interpreted in an acclaimed feature film by Clint Eastwood, and last year the show reached Sweden and the China Theatre. This spring, Jersey Boys will come to The Theatre at Gothia Towers in Gothenburg.

Based on a true story, the musical is about the American pop group the Four Seasons, who hit the big time in New Jersey in the 1960s. Many people have described the Four Seasons as the American response to the Beatles, which is a good metaphor, as the Four Seasons quickly managed to sell 175 million albums worldwide.

"It's very clear to everyone who sees the show that the Four Seasons is a band with incredible songs; they made music that never dies. The music is simple. It gets stuck in your head; it makes you hum and it makes you happy. It doesn't matter how old you are – you're still going to love the songs," says Bruno Mitsogiannis, who plays the lead role in Jersey Boys.

He was not personally familiar with the Four Seasons when he started working on the musical.

"Or at least, I didn't think so. But when I started listening through the songs, I realised that I recognised more than half of them – I just had no idea they were by the Four Seasons."

**BRUNO MITSOGIANNIS PLAYS** lead singer and frontman of the Four Seasons Frankie Valli, who grew up in New Jersey. They say that if you grew up in New Jersey in the 1960s, you had three options: join the army,

## FACTS: JERSEY BOYS

Jersey Boys was originally a Broadway musical about the band the Four Seasons, which sold over 175 million albums in the 1960s and 70s. The Four Seasons' biggest hits include songs like December 1963 (Oh What a Night), Can't Take My Eyes Off You, Walk Like a Man and Sherry. Four Seasons frontman Frankie Valli also had a solo career that resulted in the titular song in the musical Grease. Frankie Valli had a brief acting career, which included a role in the TV series The Sopranos.

The lead roles in Jersey Boys are played by Bruno Mitsogiannis, David Lindgren, Peter Johansson and Robert Rydberg.

Jersey Boys will run at The Theatre at Gothia Towers Thursday-Sunday from 22 April-15 May.

Learn more about what's going on at Gothia Towers at [www.gothiatowers.com](http://www.gothiatowers.com).



become a rock star, or become a criminal. Frankie Valli was headed toward the latter, but instead he discovered music – and became beloved by the entire world for his falsetto vocals.

"It's an interesting character with a lot of depth who is really fun to play. In terms of the character, I've had an easy time with the role. But it's one of the toughest roles you can play when it comes to the music. Frankie Valli was famous for his high falsetto, and that may sound easy. But keeping it up for three hours on stage is hard, and that was the challenge that drew me in. I got to go to Nashville to train with the Four Seasons' songwriter Bob Gaudio. He had a lot of useful tips on what I should do to succeed," says Bruno Mitsogiannis.

Bruno Mitsogiannis has previously played supporting musical roles in West Side Story, Rock





Musicians David Lindgren, Bruno Mitsogiannis, Robert Rydberg and Peter Johansson get along swimmingly and have fun on stage as the band the Four Seasons.

of Ages and We Will Rock You. By his side in Jersey Boys, he has David Lindgren as Bob Gaudio, Peter Johansson as guitarist Tommy DeVito and Robert Rydberg as bassist Nick Massi.

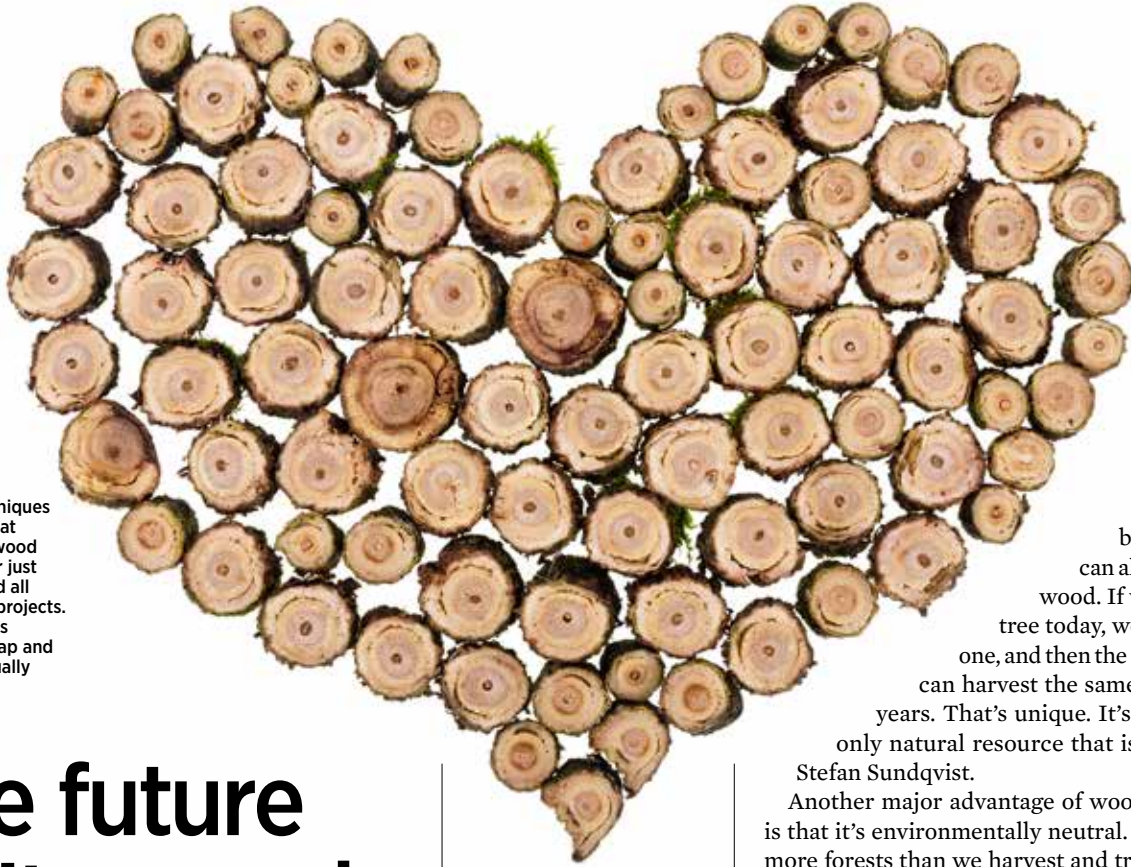
"The four of us haven't worked together before; that was new. But we've all been friends outside of work for a while, which I think has really helped the production run so smoothly. Many people who see the show say it looks like we're having fun on stage, and that's because we already know each other inside and out. That makes it easier to focus on the acting," says Bruno Mitsogiannis, who is happy to get to bring Jersey Boys to Gothenburg.

"I've worked there before, at both Rondo and at the Gothenburg Opera. I haven't been to The Theatre yet, but I'm really looking forward to it." 🍷

PHOTO MICHAEL ENGSTRÖM



The acclaimed version of Jersey Boys will run at The Theatre this spring.



Building techniques exist today that would allow wood to be used for just about any and all construction projects. The material is relatively cheap and access is virtually infinite.

# The future isn't carved in stone

Tomorrow's most important material is also one of the oldest we know. It's environmentally friendly and can last forever. Wood is one of the keys to a sustainable climate.

TEXT MAGNUS CARLSSON PHOTO COLOURBOX

**F**EW MATERIALS ARE as useful as wood. It's relatively cheap, you can build just about anything with it, and access – especially in Sweden – is virtually infinite.

“For me, it's crystal clear. Wood is the best material in the world. In so many ways. You just have to know how to use it,” says Stefan Sundqvist, fair organiser of Wood Products & Technology at the Swedish Exhibition & Congress Centre.

Today, steel and concrete are two important components of most major constructions. They produce sustainable buildings – but at the same time, we're not going to be able to build with those materials forever.

“You can go down into a mine and find iron ore, but eventually there won't be any more to find, and all

you'll have is a big hole. But we can always find more wood. If we take down a tree today, we plant another one, and then the next generation can harvest the same area in 80–90 years. That's unique. It's essentially the only natural resource that is infinite,” says Stefan Sundqvist.

Another major advantage of wood as a material is that it's environmentally neutral. We're planting more forests than we harvest and trees also absorb carbon dioxide, unlike other materials – which only create emissions.

“We're releasing too much CO<sub>2</sub>; that's just the way it is. The construction industry's annual CO<sub>2</sub> emissions are on a par with what the vehicle fleet accounts for in a year. And we can't stop driving cars overnight. However, we can immediately begin using wood to a greater extent than we do today. That would work miracles for the environment.”

**AMONG LAYPEOPLE, BUILDING** with wood may primarily be associated with summer cottages and houses, but today, wood has also become an increasingly appreciated material for bigger construction projects.

“The technology exists today to use wood everywhere. In Skellefteå, there's a huge wooden parking garage, and right now, we even have the technology for multi-story wood constructions,” says Stefan Sundqvist.

He points out that there is a built-in fear and resistance to wood – entirely unnecessarily.

“The way I see it, wood has no disadvantages. But it requires knowing what you're doing. Sure, wood can rot, but not if you use it correctly. Just look at the old timber cottages up in Dalarna. You'll find cottages there that have been standing since the seventeenth century without a problem.”

The material exists, the technology exists, and architects love to create with wood. Yet relatively few buildings are made with wood. ●

## THE WOOD INDUSTRY COMES TOGETHER

Wood Products & Technology is the Nordic region's leading wood industry fair. On 6–9 September 2016, players will gather from the entire industry: from sawmilling and carpentry to furniture manufacturers and tool suppliers. New this year is Tomorrow's Wood Production, a stage that will focus entirely on digitization, Industry 4.0 and streamlining. Interesting cases will be presented on customer adaptation and how to automatise and streamline the wood industry.

For more information, visit [www.traohteknik.se](http://www.traohteknik.se).



## HELLO THERE...



**...BERTIL HARSTRÖM, ARCHITECT** at Inredningsgruppen, is helping to design this year's seminar focus, Wood Fusion, at Wood Products & Technology. You want to highlight sustainable construction, where wood as a material should play a bigger role. Why?

**Bertil Harström.**

"Because wood as a material is an answer to tomorrow's demand for ecologically sustainable building. The fact is that this is the building material that will best manage the carbon dioxide requirements adopted at the climate meeting in Paris last December. They're looking at life-cycle analyses, at the entire cycle. Other advantages of wood are its ability to store solar energy, manage moisture, and the fact that it is breathable. Unfortunately, wood is neglected as a building material here in Sweden. Its properties are sadly underestimated, out of pure ignorance."

**What do you mean by that?**

"Wood suddenly went out of fashion when the Million Homes Programme and industrial construction started up in the 1960s and 70s. Craftspeople were replaced by the assemblers of the modern building system that was developed. Concrete, steel studs, mineral wool and gypsum board took over the construction market, and the entire regulatory structure was adapted to suit this development. Wood was the big loser. We lost our trust in wood; we became blind to flaws at home, and for a long time, we have underestimated the properties of wood. In the last few years, efforts have been made to turn this around, but that requires sweeping changes."

**Blind to flaws at home, you say – what should we do about that?**

"We have to bring in some fresh air from outside. Sweden is no longer a leading wood construction nation. So for Wood Fusion, we're inviting architects and construction experts from other countries. For example, Austria and Switzerland have come a long way when it comes to modern wood construction. We have all this raw material, but we lack the expertise. The goal must be to retake a leading position in wood construction."

**But doesn't Sweden have a big wood industry?**

"Yes, we sell the material and make money from it. But imagine if we could refine that a few more steps and start delivering buildings in flat packages all over the world. What potential! Our goal for Wood Fusion is to influence politicians and developers in this direction."

**Are you perhaps a little nostalgic?**

"No, absolutely not. We have to remind people of the knowledge we used to have, but above all, we must look forward: we're going to build tomorrow's wooden houses with the help of computers and robots." ☺

## Innovation at Wood Fusion

**WOOD FUSION IS** an important part of Wood Products & Technology; it is a four-day seminar with exhibitions about wood and sustainable construction, where architects, researchers, engineers, designers, decision-makers and developers come together.

Wood Fusion will be held in a specially designed lounge at the Swedish Exhibition & Congress Centre. Here, architects, researchers, engineers and designers will discuss the potential of building more with wood. A monumental wooden sculpture, called "Woodstock", will mark the site. ☺



# Cocktails with a view

heaven 23  
FOOD • WINE • COCKTAILS

TOWER 1, 23RD FLOOR, GOTHIA TOWERS  
**HEAVEN23.SE**



# BRUNCH

**INCONTRO**  
ITALIAN RESTAURANT & BAR

GROUND FLOOR, GOTHIA TOWERS, NEXT TO SVENSKA MÅSSAN MAIN ENTRANCE  
**INCONTRO.SE**





#### ■ CAVIAR

In Sweden, almost all fish roe is called caviar. In 1950, the Abba herring factory bought the recipe for what would become synonymous with Swedish caviar: a salty, umami-rich spreadable topping that differs in many ways from what other countries call caviar. Cod and saithe roe is smoked, salty sweet, and mixed with tomato paste, potato flakes and more. In 2007, a banana-flavoured caviar was released that was never particularly successful.

#### ■ BREAD WITH TOPPINGS

With all due respect to chia pudding, smoothies and wheatgrass shots – sandwiches are the most common breakfast food. 95 percent of the Swedish population eats hard cheese on their sandwiches, and the most popular varieties are Präst, Herrgård, Grevé and Hushåll. Swedes eat a total of 17 kilos of cheese per person per year. When it comes to meat toppings, Swedes enjoy salted and smoked varieties, such as salami or smoked ham.

# Breakfast in Swedish

**BREAKFAST - VROKOST IN LOW GERMAN-** simply means an early meal. In the past, it was eaten after the day's first tough work session. These days, it's often consumed in a total panic before work, maybe in the midst of another task, or possibly not at all – even though 68 percent of Swedes want to sit down and eat in peace and quiet.

The long, slow weekend breakfast has become a symbol of luxury and leisure, a meal where we can finally take out sandwich topping after sandwich topping, brew another pot of coffee, and maybe enjoy the rustle of a genuine newspaper. Some families even have special Saturday cereals that are only taken out for breakfast parties.

**SWEDES WHO TRAVEL** to Southern Europe laugh heartily at croissant-and-espresso breakfasts, and nearly as hard at the runny beans of British breakfasts. Simply put, moderation is best – sandwich, coffee, yoghurt, eggs. Not too light and not too heavy, though it absolutely must be satisfying.

This attitude might be the result of the Swedish National Food Agency trumpeting the fact that breakfast should provide 20–25 percent of the day's calories. Or it may be a remnant from a time when we went out to work the fields after our vrokost. Either way, it's all good. 🍷

TEXT MAJA LARSSON PHOTO STEFAN EDETOFT

#### Did you know that...

...Gothia Towers had 442,000 breakfast guests in 2015 and Upper House had about 18,000 guests.

#### ■ YOGHURT WITH MÜSLI

Müsli is said to have originated at a Swiss sanatorium, where it was introduced around the year 1900. At that time, it consisted of oatmeal, grated apple and nuts. These days it's often called granola and it's the perfect complement to yoghurt.





#### ■ EGG

Hard-boiled or soft-boiled, you get to choose – however they're prepared, eggs are true nutritional powerhouses. One egg contains tons of minerals and every vitamin except vitamin C. To really blossom, eggs need a little salt, preferably in the form of caviar.

#### ■ JUICE

Juice has been on Swedish breakfast tables for 40 years and a lot has happened in that time: from little Tetra packs of concentrate to dilute with water to fresh-squeezed and raw juice from a centrifugal juicer. The fact remains: juice should never be sweetened.

#### ■ MILK

Swedes are among the top consumers of milk in the world, though the Irish and Finns drink more. Within Sweden, the most milk is consumed in Småland and on Öland and Gotland. 1.5% milk is doubtless the most popular variety. Organic milk hit grocery store shelves 20 years ago and today, 14 percent of all milk sold in Sweden is organic.

#### RECIPE

## Krister Dahl chooses sandwiches

**HE HAS PREPARED** dishes for the Nobel Banquet; he's a four-time winner of the Culinary Olympics, and he ran his own restaurant. Since 2011, he has been in charge of every dish prepared at Gothia Towers and Upper House. Fried sandwiches are the ultimate breakfast luxury for Krister Dahl. For weekdays, it's a three-minute breakfast.

"Two slices of rye bread with fresh cheese and salami, and two hard-boiled eggs with salt. I can't handle runny egg yolks, not even when they're just a little soft in the middle. I also have coffee, usually way too much. And a glass of milk – I'm still a kid like that. When I have time, I love to eat fried sandwiches." ☺



Krister Dahl, executive chef at Gothia Towers, loves sandwiches for breakfast – both on weekends and weekdays.

### Krister's fried weekend sandwich

2 servings

4 slices of bread  
mayonnaise  
1 avocado  
1 tomato  
4 slices fried bacon  
4 slices smoked turkey  
3 eggs  
3 tbs. milk  
1 pinch pimento powder  
black pepper

Start with spreading mayonnaise on the bread slices (only one side) and a few twists of black pepper.

Slice the avocado and tomato and alternate with the meats on two of the bread slices. Top with the remaining two slices of bread and press together gently.

Crack the eggs and whisk together with the milk and spices. Place the sandwiches in the mixture and turn carefully. Let the liquid soak into the bread.

Fry on both sides in a pan with butter until the eggs firm up and you have a nice surface. Cut and serve.

#### ■ COFFEE

In the late nineteenth century, the average Swede drank the equivalent of 1.6 kilos of ground coffee beans per year. We are now upwards of nine kilos, which is the equivalent of over three cups a day. That's the second most in the entire world. Strong coffee is the tradition in Sweden, preferably a dark roast. For a complete coffee virgin, it usually takes about two weeks to learn to like the taste of coffee.



Carin Kindbom, President and CEO, and Roger Holtback, Chairman of the Board of the Swedish Exhibition & Congress Centre Foundation, discuss plans to create Europe's most attractive meeting place by offering the best overall experience.

# The Swedish Exhibition & Congress Centre gears up

**T**HE BIGGEST VENTURE in the hundred-year history of the Swedish Exhibition & Congress Centre has just been completed. From 2011–2014, an impressive SEK 1.2 billion was invested in a third hotel tower, a five-star hotel concept, Upper House, with a spa and wellness facility, lounges, restaurants, art, pop-up shops, a theatre and other experience concepts.

In 2015, annual sales increased by SEK 250 million and the number of visitors rose by over 25 percent. The Swedish Exhibition & Congress Centre is now preparing for an even bigger investment.

“Our vision is to create Europe’s most attractive meeting place by offering the best overall experience,” says Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre. “We want to take the next step and expand our attractiveness to further develop the Swedish Exhibition &

Congress Centre and draw more visitors to us and to Gothenburg.”

With 1.8 million visitors to the Swedish Exhibition & Congress Centre, the business is also an engine for the entire tourism industry. For every Swedish krona spent at the Swedish Exhibition & Congress Centre, an additional SEK 2.50 is spent in the city of Gothenburg, for example on shopping, transport, restaurant visits or hotel nights.


“The Swedish Exhibition & Congress Centre, which is a foundation, is tasked with promoting the business sector,” says Roger Holtback, Chairman of the Board. “Given the visitor interest and growth rate we see ahead, we feel bold enough to launch our future plans earlier than expected. We’re now setting the stage for continued expansion, all so that we can take advantage of our unbeatable city location.”

The upcoming initiative will span the

next 15 years. New entrances and a fourth and fifth tower are planned. Down the road, the event halls will also be upgraded and more new concepts are in the works. The investment plan amounts to SEK 3 billion.

**“DEVELOPMENT CONTINUING IS** an important sign of growth for both the Swedish Exhibition & Congress Centre and for Gothenburg,” says Carin Kindbom. “Growth is also necessary for us to be able to face increasingly tough international competition.”

“The ambitious plans and visions the foundation is presenting now are an expression of our enormous belief in the future, but of course, they must be able to be adapted to the reality we could face along the way,” says Roger Holtback.

A request for authorization for the first stages has been submitted to the City of Gothenburg. 



Nobel Prize Laureates who have appeared at the Göteborg Book Fair 1985-2015

Isaac B Singer

Svetlana Aleksijevitj | Herta Müller

Tomas Tranströmer | Orhan Pamuk

Nadine Gordimer | Imre Kertész

Seamus Heaney | Günter Grass

José Saramago | Doris Lessing

Kenzaburo Oe | Derek Walcott | Dario Fo

Wole Soyinka | Mario Vargas Llosa | Joseph Brodsky

Welcome to Scandinavia's biggest cultural event

Attended by 100,000 visitors.

Meet authors, cultural celebrities or possibly a Nobel Prize Laureate.

Theme 2016: Freedom of speech



**BOKMÄSSAN**

GÖTEBORG BOOK FAIR

22-25 September • [www.goteborg-bookfair.com](http://www.goteborg-bookfair.com) • #bokmässan



# Find the gems of Gothenburg

Gothenburg is never boring. Here are our tips for just a few of all the activities the city has to offer. Whether you want to go to an art exhibition downtown or climb cliffs by the sea, it's easy to get around by tram.

PHOTO EMIL FAGANDER



## ● ARCHIPELAGO (STOP: SALTHOLMEN)

Styrsö in the southern Gothenburg archipelago has four little communities with different personalities: there is Byn, with a church from 1752; the fishing village of Tängen; Halsvik, where sailors influenced the buildings, and Bratten, favourite among summer guests. You can get there in fifteen minutes by taking an archipelago ferry from Saltholmen.

PHOTO GOTHEBURG MUSEUM OF ART



## ● GOTHEBURG MUSEUM OF ART (STOP: VALAND)

Collections from the fifteenth century to today. This year's biggest exhibition, Unbounded (4 May–13 November), is based on unexpected encounters between eighteenth century art and contemporary crafts, fashion, design and popular culture.

PHOTO NIKLAS BERNSTONE



## ● UNIVERSEUM (STOP: KORSVÄGEN)

The Nordic region's biggest science centre, Universeum, contains everything from a tropical rain forest and enormous aquariums to exciting experiments on its seven floors. June will see the opening of an 18,000 cubic metre rainforest cube, with 600 animal and plant species.

PHOTO BEATRICE TÖNNRÖS



## ● WAY OUT WEST (STOP: LINNÉPLATSEN)

Way Out West is a music festival held in the middle of the city. With three huge stages in the urban park Slottsskogen, multiple concerts at clubs around Gothenburg, and over 30,000 visitors a day, Way Out West is one of Sweden's biggest musical events. The festival turns 10 this year, and the anniversary will be celebrated from 11–13 August with artists like PJ Harvey, Sia, Jamie xx and Seinabo Sey.

PHOTO STEFAN KARLBERG



## ● LISEBERG (STOP: LISEBERG)

Liseberg first opened its gates in 1923. With 43 rides, hundreds of thousands of flowers, cuddly rabbits, food, drinks and stage performances, Liseberg is currently the Nordic region's biggest amusement park. This year, the park will open on 23 April with three new attractions.

PHOTO JORMA VALKONEN



## ● OPERAN (STOP: LILLA BOMMEN)

The Gothenburg Opera, with its incredible architecture inspired by its harbourside location, has a broad offering of opera, musicals and ballet. This spring, Hamlet (9 April–21 May) will have its Swedish premiere here. The role of Ophelia will be played by Ida Falk Winland. Sung in Italian and subtitled in Swedish.

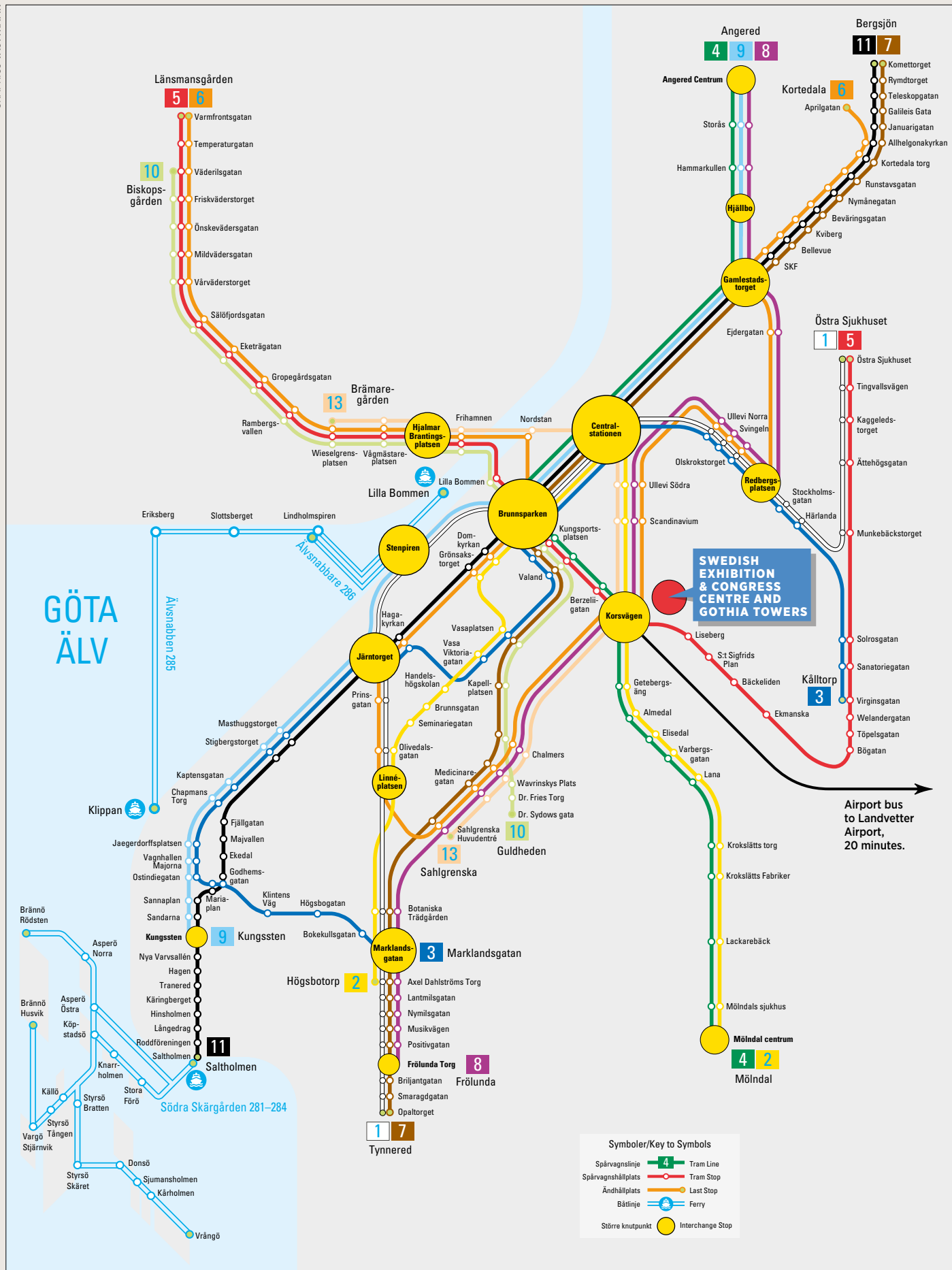
PHOTO KJELL HOLMNER



## ● ROSARIET (STOP: CENTRALSTATIONEN)

The Rose Garden in the Garden Society of Gothenburg is one of Northern Europe's foremost rose gardens, with 1,200 rose varieties. This year, the park is part of Gothenburg Green World, a programme for green urban development with international landscaping, urban horticulture and installations.







## THE MOMENT

**10:43 A.M.** FESKEKÖRKA IS ONE of Gothenburg's most famous sites. The indoor market offers fresh delicacies from the sea daily. Fiskhallen, the original name, was built in 1874 and designed by the city architect of that time, Victor von Gegerfelt. He was inspired by Norwegian wooden stave churches and Gothic stone churches, and the unique building is a Gothenburg icon. In 1910, the fish auction and some of the commerce moved from the quay by Rosenlundskaalen to Fiskhamnen. Today, Feskekörka houses four fishmongers and two restaurants. 📍







Restaurants at Gothia Towers

A journey for  
the senses.

UPPER  
HOUSE  
GOTHIA TOWERS

UPPERHOUSE.SE

**A modern  
bistro**

westcoast  
restaurant & bar

WESTCOASTGBG.SE

**Cocktails  
with a view**

heaven 23  
FOOD • WINE • COCKTAILS

HEAVEN23.SE

**Something  
for everyone**

Always  
open

  
twentyfourseven

GOTHIATOWERS.COM

**A WARM,  
CONTINENTAL  
ATMOSPHERE**

**INCONTRO**  
ITALIAN RESTAURANT & BAR

INCONTRO.SE

# PROGRAMME 2016

## SPRING 2016

### JANUARY

7-10 Jan	MyDOG 2016
22-23 Jan	Scandinavian Gathering
25 Jan	Bridge Construction Day
28-31 Jan	Motorcycle Show

### FEBRUARY

3-4 Feb	Autogloben automotive fair – to be held at the Stockholm Globe Arenas
6-14 Feb	Gothenburg Boat Show 2016
20-21 Feb	Wedding Show
23-25 Feb	Senior Show
27-28 Feb	Overseas Property Show

### MARCH

1 Mar	Real Entrepreneurship/ Young Enterprise
8-11 Mar	Maintenance Trade Fair
10 Mar	Digital Commerce Congress



PHOTO HENRIK SANDSJO

New for 2016 is the relocation of the GöteborgsVarvet Sport & Health Expo, including race bib collection, to the Swedish Exhibition & Congress Centre from 19-22 May.

15 Mar	Power Circle Summit – to be held at Münchenbryggiet, Stockholm
15-16 Mar	Nordic Congress on Education & Leadership
15-17 Mar	Meeting for Sports Arenas and Facilities
16-17 Mar	Water Network & Climate Conference 2016
17 Mar	Swedish Visitor Industry Congress
24-28 Mar	EuroHorse Fair
24 Mar	Equestrian Business Forum

### APRIL

1-2 Apr	Gothenburg Wine & Deli
2-3 Apr	Scandinavian Sci-Fi Convention
5 April	Bussiness Arena Göteborg
5-7 Apr	Vitalis e-Health Conference
7-8 Apr	Meg – Göteborg Media Days
7-8 Apr	Marketing Director Days
8-9 Apr	Investigative Journalism Seminar
12 Apr	National Quality Registry Conference 2016
12-15 Apr	International Forum on Quality and Safety in Healthcare
22-23 Apr	Swedish Narcotics Police Officers Association Conference (SNPF)
22-23 Apr	A Beer & Whisky Fair
22-24 Apr	Yoga Games
22 Apr-15 May	Jersey Boys, The Theatre
24-25 Apr	Axfood Närlivs Convenience Retail Days
27-29 Apr	18th Swedish Cardiovascular Spring Meeting

### MAY

6-7 maj	Design Fashion Outlet
11-12 May	Vehicle Electronics Conference
12-14 May	Swedish Association of Midwives Congress 2016

19-20 May	Swedish Dementia Days
19-22 May	GöteborgsVarvet Sport & Health Expo
25-27 May	World Congress on Biosensors
25-26 May	Swedish Gas Association Days 2016

### JUNE

1-4 Jun	EOS 2016 – European Obesity Summit Congress
2-4 Jun	Swedish Machine Fair – to be held at Solvalla, Stockholm
19 Jun	NDC 2016 – The Nordic Dietetic Conference
20-22 Jun	NNC 2016 – 11th Nordic Nutrition Conference

Visit  
[svenskamassan.se](http://svenskamassan.se)  
for the latest  
programme.

## AUTUMN 2016

### SEPTEMBER

6-9 Sep	Wood Products & Technology Fair
8-10 Sep	European College of Veterinary Internal Medicine Congress (ECVIM) 2016
22-25 Sep	Göteborg Book Fair

### OCTOBER

1-2 Oct	TUR – Stockholm Travel Fair – to be held at Stockholm Waterfront Congress Centre
4-6 Oct	Upper Secondary School Fair
4-6 Oct	Process Technology Trade Fair
4-6 Oct	Scanautomatic Trade Fair
11-14 Oct	Swedish Resuscitation Council Conference
18-20 Oct	Public Transport Fair 2016
24-27 okt	IFS World Conference 2016

27-30 Oct	Home and DIY Show
27-30 Oct	My Kitchen Show

### NOVEMBER

10-12 Nov	Student & Knowledge Fair
12-13 Nov	Overseas Property Show
16-17 Nov	Logistics & Transport Expo & Conference

### DECEMBER

1-3 Dec	EuroSkills Competition
---------	------------------------



PHOTO NIKLAS MAUPOIX

The British author Paula Hawkins in conversation with Andres Lokko at Göteborg Book Fair 2015.

