

MOMENTS



A MAGAZINE BY THE SWEDISH EXHIBITION & CONGRESS CENTRE AND GOTHIA TOWERS | 2 | 2018

ALCAZAR
STEPS OUT OF
THE DISCO BALL

EL SISTEMA MAKES
MARVELOUS MUSIC

TOP NOTCH
FISH AND
SEAFOOD

JAN ELIASSON
BELIEVES IN HOPE

PAPER IN FASHION

ARTIST JULE WAIBEL CREATES
WITHOUT LIMITS AT SCANPACK

VÄND
FÖR SVENSK
VERSION!



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GOTHIA TOWERS

Making room for a symphony of events

POSITIVE EMOTIONS AND reduced stress. Music has incredible capabilities, and El Sistema has genuinely seized upon them. Since the music school was founded in Venezuela in 1975, it has grown into a worldwide movement in 65 countries. The idea is to harness the power of music to break down isolation and positively impact the lives of children and young people.

El Sistema has been in Sweden since 2010 and the Swedish Exhibition & Congress Centre and Gothia Towers is one of several players that works with the organisation. Last summer, over 1,800 children and young people from all over the world gathered in Gothenburg for Side by Side, an international music camp. Read more on pages 14–17.

We are also setting our sights on the advances of electric cars at eCarExpo, Jan Eliasson and his experiences, Odontologiska Riksstämman (the National Odontological Assembly) and Swedental, Alcazar's dinner show at The Theatre and packaging trends at Scanpack, we will present the ocean's delicacies from Imagine's popular fish and shellfish buffet, and much more.

Enjoy the magazine! ☺



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THE SWEDISH EXHIBITION & CONGRESS CENTRE

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PHOTO: STEFAN EDETOFT



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PHOTO: STEFAN EDETOFT



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PHOTO: JONAS TOBIN



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PHOTO: STORA ENSO



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PHOTO: STEFAN EDETOFT



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Lisa Nilsson comes to The Theatre

LISA NILSSON HAS been one of Sweden's most popular musicians for years. Last year was the 25th anniversary of her album "Himlen runt hörnet" ("Heaven Around the Corner"), which was celebrated with three acclaimed concerts at Göta Lejon in Stockholm, where she played the album in its entirety. But if you missed the sold-out performances, don't fret – this autumn, Lisa Nilsson is taking the show out on an anniversary tour. Of course, The Theatre will be the venue of choice when the tour comes to Gothenburg. 📍

! Lisa Nilsson, 8–11 November 2018, www.gothiatowers.com/the-theatre/

Dentists descend on Gothenburg

SVENSKA Tandläkarsällskapet (the Swedish Dental Society) returns to Gothenburg and the Swedish Exhibition & Congress Centre with the Odontologiska Riksstämman in 2018, 2020 and 2022.

Together with the Nordic region's largest meeting place for the dental industry, Swedental, the fair offers the perfect chance for professionals in the industry to gather. They will find up-to-date presentations of research, the future and news with the goal of making Swedish dental health the best in the world. 📍

! Swedental, 14–16 November 2018, www.swedental.se



Upper House Dining makes way for new flavour experiences

EVEN MORE GUESTS can now enjoy the sensory flavour journey available at Upper House Dining. Guests will also have the chance to experience the entire creative process up close. The award-winning restaurant, which has a Michelin star and more, has expanded its menu. In addition to the sublime tasting menu, there is an à la carte menu with several carefully composed small plates, and the bar serves oysters, selected cheeses and several different types of champagne by the glass.

"We want to meet the needs of guests who don't always have time for a longer restaurant visit, but who still want an extraordinary dining experience," says Johan Jansson, Food & Beverage Manager at Upper House Dining. 📍

THE NUMBER

60

The number of years the Gothenburg Boat Show will celebrate in 2019. This meeting place for lovers of boating and life on the water is one of the longest-running events at the Swedish Exhibition & Congress Centre.



China in focus at the logistics fair

LOGISTIK & TRANSPORT will be held for the twentieth time this year. The fair is bigger than ever before – twice the size of last year – and once again the schedule includes a full day on trade with China, in which AB Volvo's CEO Martin Lundstedt will participate.

"We will also present everything from cloud services, electric bicycles that can

carry whole pallets in urban settings and self-driving trucks to warehouse solutions with robotisation and artificial intelligence. It's really fun that we can be at the cutting edge and show the industry the very latest new arrivals," says Jan Nilsson, business manager at Logistik & Transport. 📍

! Logistik & Transport, 5–7 November 2018, www.logistik.to

ON STAGE

"Follow me on Instagram instead."

CROSS-COUNTRY SKIER **CHARLOTTE KALLAS** ANSWERS **WHETHER PEOPLE SHOULD FOLLOW HER ON THE RUNNING TRACK**. A TYPICAL WEEK OF TRAINING INCLUDES 14 SESSIONS FOR CHARLOTTE, WHO GAVE A TALK ON TRAINING AT GÖTEBORGSVARVET EXPO AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN MAY 2018.



THE MOMENT

6:23 p.m **THIS YEAR**, the Swedish Exhibition & Congress Centre turns 100. What began with Sweden's first goods fair in 1918 has evolved into a meeting place with everything from fairs, congresses and conferences to a hotel, spa, restaurants and shows. An abundance of the latter was on offer one weekend in April when the anniversary was celebrated for three days with everything from theatre and cabaret to concerts and magnificent choral singing. The celebration continues in various ways throughout the year. 🌟

PHOTO: ANDERS NICANDER



HELLO
THERE...

PHOTO: JANN LIPKA

Anna Rosling Rönnlund has never been to the Göteborg Book Fair. But this year, it's time. Together with Hans and Ola Rosling, she wrote the book Factfulness.

ANNA ROSLING RÖNNLUND,
AUTHOR:

“We’ve tried to make the world easier to understand”

ANNA ROSLING RÖNNLUND, together with Hans Rosling and Ola Rosling, wrote the book Factfulness: Ten Reasons We’re Wrong About the World – and Why Things Are Better Than You Think.

What exactly is Factfulness?

“Factfulness is a kind of thinking device. In the book, we have ten instincts that can be used when we consume information, to process it a little better. Humans often have an overly dramatic image of the world.”

What is the risk of not having a fact-based world view?

“There are risks on two levels. On a personal level, it’s easy to feel that everything is hopeless, that it’s depressing to live in a world where everything is headed downhill. That’s unfortunate, because you could feel better if you realise that people are also doing good things. On another level, there is a risk in large companies and institutions of taking the wrong decisions when they are made based on the world view of individuals.”

This September, you and Ola Rosling will be attending the Göteborg Book Fair. What is your relationship to the fair?

“Honestly, I’ve actually never been. Until recently, I thought books weren’t something we needed to work with. We’ve tried to make the world easier to understand by working with digital technologies and how to search on Google. But when we wrote this book and after seeing how well it’s been received, I realise all of the advantages of the book format. I’ve developed a newfound love of books.”

MAGNUS CARLSSON

More crime thrillers at the Göteborg Book Fair

THIS YEAR, THE Göteborg Book Fair has three main themes: Respect, Image and Media Matters. The theme of Respect is carried out in partnership with the Living History Forum and has a focus, among other things, on racism, intolerance and LGBTQ issues.

The theme Image shines the spotlight on illustrators and comic book artists and will bring many of Sweden’s leading artists in the genre to an abundant seminar programme, while the Media Matters theme will be covered at the meeting place Meg, which is fully integrated with the Göteborg Book Fair this year.

This will also be the first year that the crime thriller festival Crimetime will be held at the

Göteborg Book Fair, with a schedule that includes seminars and author talks.

“There is enormous interest in Swedish crime literature; Nordic noir has become an established term internationally that is only getting bigger and bigger,” says Oskar Ekström, programme director of the Göteborg Book Fair, adding, “Meanwhile, it’s also a genre that holds a great many different things, which is what we’ll be presenting with Crimetime. All of the Swedish crime-thriller elite will be in attendance at the Göteborg Book Fair, so crime-thriller fans really have something to look forward to.”

Göteborg Book Fair, 27–30 September 2018,
www.bokmassan.se



Did you know that...

...The Göteborg Book Fair has its own podcast? Here is your chance to become acquainted with your favourite authors and immerse yourself in literature and reading before visiting the fair. And the podcast will continue this autumn as well. Episodes are available where you find your podcasts, and here: www.bokmassan.se/hem/om-bokmassan/bokmassapodden/



Gothia Towers – an attractive workplace

GOTHIA TOWERS IS not only an incredible place for guests and visitors – it is also a highly coveted workplace. Industry organisation Visita recently conducted a survey where professionals in the tourism industry listed the employers for which they would most like to work. Gothia Towers was the most popular workplace in Västra Götaland and the fifth most attractive employer in all of Sweden.

“The placement provides incredible validation that we’re an attractive employer and reinforces our efforts to recruit and retain the most talented people in the industry,” says Elisabeth Thomson, hotel director at Gothia Towers.

New property fair at the Swedish Exhibition & Congress Centre

THIS SEPTEMBER WILL see the premier of the Nordic Property Expo at the Swedish Exhibition & Congress Centre. The Nordic Property Expo is a collaboration between Fastighetsägarna and the Swedish Exhibition & Congress Centre, where for two days a fair, a two-day conference and a large investment forum will be held – all under one roof.

“The property market is red hot right now and there is a huge need for residences and facilities. Our aim is to create a natural meeting place for everyone who is active in the property industry, a place where we can discuss urban development, sustainability and digitalization,” says Åsa Håård Sundhall, education and event coordinator for Fastighetsägarna.

Nordic Property Expo, 11–12 September 2018,
www.propertyexpo.se

FIND YOUR WAY

- 1 Heaven 23
- 2 Upper House Dining
- 3 Upper House Hotell
- 4 Upper House Spa
- 5 Imagine
- 6 Congress hall lobby
- 7 Congress hall
- 8 Seasons
- 9 Ristoria
- 10 MIX
- 11 Service Centre
- 12 The Gallery
- 13 Flowers
- 14 West Coast
- 15 Twentyfourseven

Exhibition halls/meeting rooms

A B C D E F G H J K R

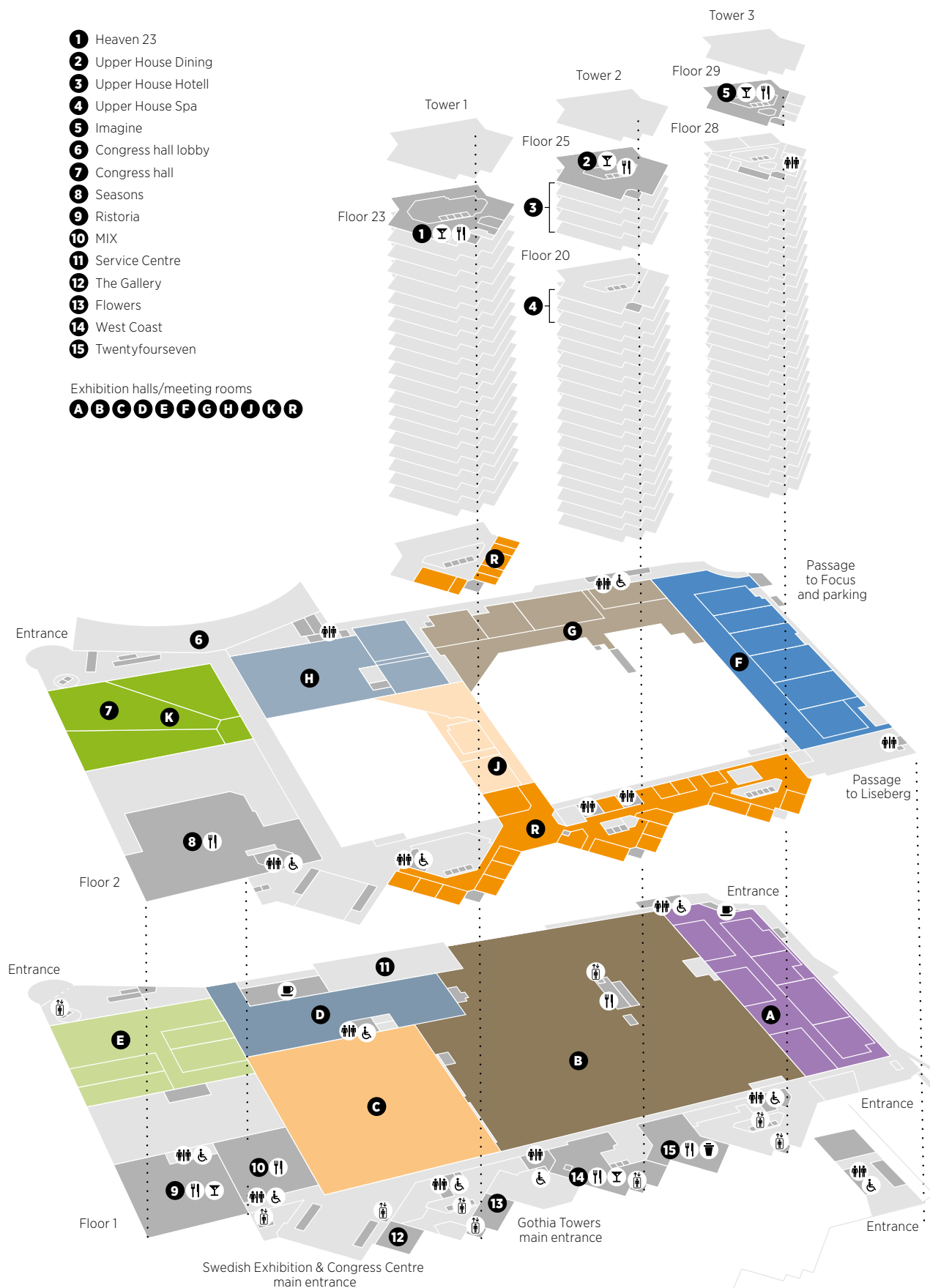




PHOTO: STEFAN EDETOFT

How do you take care of charging your car at home and at work? This is the question that people wonder about most, explains Gunnar Dackevall, exhibition manager at eCarExpo. At the fair, the entire charging system will be on display to give visitors answers to all their questions.

Electric cars roll in to the fair

D ID YOU KNOW that the electric car was introduced as early as the 1890s? Interest was limited at the time, but today it is more popular than ever. Last year, the number of rechargeable cars increased by an impressive 62 percent.

“People used to be very suspicious of electric cars, but that has been replaced with a great deal of curiosity,” says Gunnar Dackevall, exhibition manager for eCarExpo at the Swedish Exhibition & Congress Centre.

In late November and early December, the Swedish Exhibition & Congress Centre will be filled for the first time ever with rechargeable cars, four-wheelers, bicycles and scooters. Visitors to the eCarExpo will

have the chance to check out new models and accessories, and to learn more about how having a rechargeable vehicle works in practice. There will also be opportunities to cycle and drive a car – indoors.

“The idea is that there should be something for everyone in the family to try out. Very few people have actually driven an electric car before, so it’s fun to offer test drives at the fair,” says Gunnar Dackevall.

It’s possible that some preconceived notions may also be challenged.

“So many people believe that electric cars are boring to drive, but once you’ve tried it, you realise that it isn’t at all like driving a refrigerator,” says Gunnar Dackevall.

The market for electric cars goes hand in hand with the interest. In 2017, rechargeable cars accounted for four percent of total car sales, an increase of three percent from the previous year. In ten years, the industry expects more than half of all cars to be rechargeable. Gunnar Dackevall believes that interest and the number of electric cars will increase even more as car manufacturers focus on more future-oriented and trendy cars.

“But the old technology will never completely disappear. In rural areas where charging can be a challenge, hybrid cars are an excellent alternative,” he says. ●

FRIDA WALL

THE ART

JACOB DAHLGREN'S artwork is characterised by bold colours, often combined with stripes, checks and graphic patterns. It is often based on everyday objects, such as in this piece, where coloured pencils form the squares. The artwork is cropped, but you can see it in its entirety in the Gothia Towers hotel lobby. [📍](#)

← confere



**JAN ELIASSON**, DIPLOMAT/POLITICIAN:

“Challenges make you stronger”

HIS TITLES HAVE included UN Deputy Secretary-General, Sweden’s foreign minister and ambassador to the US. He also has extensive experience with conflict mediation all over the world, including the conflict between Iran and Iraq and the Darfur conflict in Sudan. If anyone has the key to a successful negotiation, it is Jan Eliasson.

What have you learned from your years as a mediator and a negotiator?

“There are four causes of success or failure with negotiations. The first is the significance of language. The spoken and written word is the most important instrument we have to influence, persuade and awaken interest and emotions. Be sure to collect words and value the nuances of language. The second is timing. Analyse the time-point carefully – people often present proposals too late, but they present them too early almost as often. The third is cultural understanding. Show respect for the environment and culture you are in. And finally, the importance of personal relationships. Show honesty, generate trust and help build confidence. The parties are frequently tense and nervous, so it is important to create a sense of calm.”

What have you learned about leadership?

“You have to realise that you are never alone in leadership. You must be a team. Everyone should feel acknowledged and know that they have a role. You can demand loyalty, but you also have to show it. A manager should back up their staff and stand up for the decisions that are taken.”

What does the future of the world look like?

“It’s a gloomy world we have; we can’t deny that. There is a lot of unpredictability, especially in the signals coming from the president of the United States. It is therefore important for us to firmly defend openness within and between our societies. We must safeguard respect for other cultures and use not threats, but diplomacy. This has been a period with a shortage of diplomacy. We should realise that dialogue is not a concession, but a method of communicating and solving problems. It is important to keep fighting, and not give up. Politician and diplomat Alva Myrdal once said, when someone stated that total disarmament was impossible, ‘Young man, it is disgraceful to give up!’ We should all remember that. Challenges make you stronger.”

When you lecture on international development, you talk about threats and hope. Tell us more about that.

“The threat is conflicts that do not end, the risk of a nuclear confrontation, climate issues and polarization within our societies. Hope is the total liberation of women, which I believe will happen during this or the next generation. Hope also comprises young people, knowledge and international collaboration. We must always believe in hope.”

HANNA KLUMBIES

! Jan Eliasson participated in Hjärntillskott at the Swedish Exhibition & Congress Centre in May 2018.

FACTS

Name: Jan Eliasson.
Age: 77 years old.
Job: Chairperson of the Stockholm International Peace Research Institute.

Three qualities that make a great negotiator

1

Be Patient

“Have patience and never lose your temper.”

2

Be Positive

“Think constructively and see the opportunities in the situation.”

3

Be Personal

“Make associations with your own experiences and show empathy.”

Marie Rosenmir is one of the dedicated conductors at the international music camp Side by Side by El Sistema.





MUSIC FOR A BETTER WORLD

Music can make the world a better place. That became utterly clear in Gothenburg during five days in June, when 1,800 children and young people came together to play and sing together at the international music camp, Side by Side by El Sistema.

TEXT ANNA-LENA BJARNEBERG
PHOTO STEFAN EDETOFT

THE DAY HAD arrived at last. All year long, they had been waiting to go to Gothenburg for the major music camp Side by Side by El Sistema. Violinists, trombone players and choral singers. Cellists, percussionists and flute players.

The youngest participants are 6 years old; the oldest are 18. This year there were 1,800 participants, but when Gothenburg celebrates its 400-year-anniversary, there will be even more.

“We’re like the Gothia Cup of music, but our common language isn’t football; it’s music,” says Gabriel Rhea, 17.

Gabriel has been to every camp since Side by Side began five years ago. Last year, he left his violin at home to serve as a volunteer at the camp instead. This year, he is an employee and is busy helping all the kids find their way.

Gabriel’s story is simultaneously El Sistema’s story of how it all began, once upon a time in Gothenburg. He was there that day in 2009 when the Gothenburg Symphony Orchestra, led by chief conductor Gustavo Dudamel, went out to the suburb of Hammarkullen and played Beethoven’s Fifth Symphony.

“Crown Princess Victoria and Prince Daniel were there, and I remember thinking that this was going to be big,” says Gabriel, who was only eight years old at the time.

THE CONCERT IN Hammarkullen was the launch of El Sistema in Gothenburg and in Sweden. A few years later in 2014, the first Side by Side by El Sistema music camp was held.

El Sistema is both a global movement and a work method. Music builds bridges between people,



The kids have had access to the score since November and practiced with their ensembles and orchestras back at home. Upon coming to the camp, they should have most of it down.

and creates meaning, context and opportunities to impact one’s life.

The multi-level structure, from beginner to advanced, allows everyone to participate. The work method also has a component in which older students are role models for younger ones and help them progress.

Children and young people in purple T-shirts stream through the entrance to the Academy of Music in Gothenburg, one of many venues in the city which will be used for rehearsals for the next five days.

The room is filled with a hum of combined voices and music. From one auditorium the sound of trumpets



Gabriel Rhea has been to every camp since Side by Side began. He has been hired this year to help others have as good of an experience as he has had over the years.



El Sistema has existed in Gothenburg since 2009, when the Gothenburg Symphony Orchestra visited Hammarkullen and played Beethoven’s Fifth Symphony. All participants received purple T-shirt this year. Next year, the shirts will sport a new colour.

can be heard, and from another, the voices of a choir. A group has gathered in a circle in the courtyard to play a game. Gabriel and his colleagues point people to the right rehearsal space and answer questions.

“This is a way to give back to everyone who did so much for me. To make sure that everyone has a great experience. Because the best part about playing in an orchestra is the sense of community. El Sistema is like a second family,” says Gabriel.

FRIENDS MAYA BLANCO and Nionta Ahmed, both age 12, come out from one of the auditoriums, both with a cello strapped to their backs. The cellists of the upper intermediate group just had a section rehearsal and are on their way to their next rehearsal with all of the string instruments together.

They regularly play with El Sistema in Hammarkullen. Three times each week, they practice with their group Hammarstråket, which comprises a part of the Hammar Orchestra. Every summer they look forward to participating in Side by Side.

“We’re like the Gothia Cup of music, but our common language isn’t football; it’s music.”

GABRIEL RHEA, VOLUNTEER

“The best part about playing is being with other people. Music is a special language that everyone understands,” says Maya.

“Music has given me a lot of friends. And it sounds so good when we all play together. I especially like the sound of the cello, which is heavy, dark and powerful,” says Nionta.

It is time for the next rehearsal. Nionta and Maya find two places next to each other. The one hundred young people in their level who play various string instruments have taken their places in the auditorium – first violin, second violin, viola, cello and double bass. Conductor Kai Jack introduces himself to the kids.

“I like El Sistema. Here, we play with passion, love, energy, attitude and discipline! By the way, I forgot to ask you your names. Say your name, your instrument and where you’re from. Everyone at once! Great, I heard all of you together. Now we’re friends!”

The kids have had access to the score since November and were able to practice back home. Now the proof will be in the pudding to see how the piece from Handel’s Water Music sounds when everyone plays together. The next step will be combining the strings with an entire symphony orchestra, which will in turn have an additional boost from the Gothenburg Symphony Orchestra at the big festival concert. The Gothenburg Symphony Orchestra is the primary organiser of the camp and plays with the kids, side by side.

“Through music, El Sistema and Side by Side bring kids together from various backgrounds, nationalities and living conditions by all of us playing



Concentration. Cellists Maya Blanco and Nionta Ahmed have taken their places among the other string musicians in the Upper Intermediate Orchestra.

the same pieces together. That makes it easier to think that we really aren’t so different,” says Petra Kloo Vik, who is in charge of youth operations with the Gothenburg Symphony Orchestra and project manager for the camp.

THE KIDS AND teenagers have five days of community and music performance ahead of them. The finale is the big concert at Scandinavium, where all 1,800 will perform together with the Gothenburg Symphony Orchestra and the Gothenburg Symphony Vocal Ensemble. Then, beautiful music and pride will raise the roof. Then, everything will fall into place. Then comes the payoff for those rainy Tuesdays last winter, when they still managed to make it to rehearsal.

“When we experience for ourselves how that struggle produces results, it makes us even stronger as individuals. In turn, that helps us create a better world,” says Petra Kloo Vik. 🍷



Petra Kloo Vik, responsible for youth operations with the Gothenburg Symphony Orchestra.



The Swedish Exhibition & Congress Centre has supported the Friends of El Sistema since 2015. 1,800 kids and teens participate in the Side by Side music camp and the big concert at Scandinavium.

EL SISTEMA HELPS WITH MUSIC

- Since 2015, the Swedish Exhibition & Congress Centre has supported the Friends of El Sistema in Gothenburg, an association that supports and inspires the development of El Sistema in Gothenburg. Through El Sistema, about 1,600 kids in the Gothenburg area receive training in a variety of instruments and singing.
- El Sistema is a worldwide movement that harnesses the power of music to help people influence their lives for the better. The operation was founded in 1975 in Venezuela and currently exists in 65 countries. Hammarkullen in Gothenburg was first in Sweden to hold trainings in accordance with El Sistema's method.
- In El Sistema, people learn by helping each other. Anyone who has learned a little more helps beginners. All kids should have time to learn the basics and then immerse themselves in a playful and serious way. The kids meet several times a week to play and sing together.
- El Sistema can be found in many places in Sweden, but has a shared repertoire. This way, the orchestras and choirs can meet up and play and sing together, like at the big music camp, Side by Side.
- El Sistema works with several professional orchestras in Gothenburg, including the Gothenburg Symphony Orchestra.

Harmonious sustainability initiatives

Once the final note sounded at the Side by Side music camp's major festival concert in Scandinavium, it was easy to understand what it means to have a camp for a better world.

SUPPORTING EL SISTEMA is a part of the Swedish Exhibition & Congress Centre's sustainability work, which in turn supports the Group's vision to become Europe's most attractive meeting place by offering the best total experience.

"A total experience includes sustainability, but also participation, belief in the future and creativity. El Sistema and Side by Side stand for all of that," says Carina Dietmann, head of communications for the Swedish Exhibition & Congress Centre Group.

According to the UN Convention on the Rights of the Child, all children in the world should have access to cultural and artistic activities.

"We want to support children and young people who want to play music, to give them access to music and culture in their daily life. El Sistema shares the joy of music with our guests during their performances with us, which take place several times a year," says Carina Dietmann.

Visitors can feel secure in the knowledge that the Swedish Exhibition & Congress Centre and Gothia Towers take responsibility and pursue sustainability initiatives that permeate the entire operation. This includes energy consumption, organic



Carina Dietmann, head of communications for the Swedish Exhibition & Congress Centre Group.

food, and chemicals, as well as accessibility and environmentally friendly transports. And of course: social engagement.

"We want to focus on local projects that have a global impact and thus make the world a little better. With 1,800 young musicians from all over the world, together we can spread joy, creativity and a belief in the future that

everyone can bring back to their home countries. That contains an enormous amount of positive energy," says Carina Dietmann.

IN ADDITION TO the collaboration with Friends of El Sistema in Gothenburg, the Swedish Exhibition & Congress Centre and Gothia Towers also work with other organisations, such as the Rescue Mission of Gothenburg.

The Rescue Mission's vision is that all people have the right to a dignified life. They work with homeless and socially vulnerable populations, integration and children whose parents are imprisoned.

Gothia Towers' restaurants send food to the Rescue Mission's café on Vasagatan, which serves breakfast to those in need every day. Each year, Gothia Towers also collects holiday gifts for children in need. •

ANNA-LENA BJARNEBERG

Jojo Moyes **Masha Gessen**
Philippe Sands *Manal al-Sharif*
Silvana Imam **Johannes Anyuru**
Jessica Fellowes *Sarah Morgan*
Jonas Hassen Khemiri **Ida Jessen**
Donna Leon *Jacqueline Woodson*
Maggie O'Farrell **Jørn Lier Horst**
Michail Zygar *Camilla Läckberg*
Ruben Östlund **Alan Rusbridger**
Jockum Nordström *Colm Tóibín*
Jonas Jonasson **Nina Lykke**



BOKMÄSSAN
GÖTEBORG BOOK FAIR

September 27-30

Meg.

www.bokmassan.se

For 20 years, people all over the world have welcomed Alcazar into their hearts. Today they are better, stronger and have more fun than ever before. Even so, in December they will be stepping off the stage and out of the lights of the disco ball for good.

TEXT HANNA KLUMBIES PHOTO JONAS TOBIN

THE LAST DANCE

BEYONCÉ'S "LOVE ON Top" can be heard from the speakers in The Theatre's lounge. Humming and dancing, the three members of Alcazar, Andreas Lundstedt, Tess Merkel and Lina Hedlund, take a seat on the velvet-upholstered sofa grouping. The day before, they were here to see Danny Saucedo's show and Andreas was moved to tears. This autumn, Alcazar will be on the same stage with their farewell tour "20 Years of Disco – Mission Completed".

At the time of this interview, the decision to break up is quite fresh. And the members of Alcazar don't quite seem to agree on whether or not the ensemble's dissolution is a good thing. For much of the interview, they bounce around responses, laughter and tears when asked why they are quitting.

"Alcazar has existed essentially for the entirety of our adult lives. It's been incredible, but life has so much more to offer. In my heart I felt like I needed to move on, but that didn't quite match up with my brain. We have so much fun; we make money and we're stronger and better than ever," says Tess.

Tess's inner conflict prevented her from truly being able to express herself to the rest of the group about what she actually wanted. But ultimately, she decided it was time for her to leave Alcazar.

"Alcazar is so big and we've cultivated it so carefully, which is why it feels like you want to leave when things are at their best. We've taken home the gold in disco, so you want to stand on the podium at your strongest," she says.

Lina Hedlund nods in agreement.

"When it became clear for Tessan that she didn't want to keep going anymore, it became clear for me too. Of course there's a lot of sadness as well, because this is our life, our identity and our daily experience. But getting to explore what happens afterwards and having the opportunity to develop more sides and colours within ourselves felt exciting, inspiring and really smart," she says.

IN THEIR DANCING and singing, there is no doubt about it: Alcazar is synchronized. But when it comes to life overall, the choreography does not always come together.

"I think we kind of all have our own feelings about whether or not this is the right thing to do. I don't think it is. I think it's deeply sad and disappointing. When I heard Tess's decision, it felt like someone was slowly choking me. Things have been so incredibly good and we've lived believing that this would last forever. But the fact is that it's just a bubble – an illusion that we've created. And illusions aren't real. You can't hold onto them," says Andreas.

"Damn it, that's the most beautiful thing I've ever heard," says Tess with a laugh.

"This is our fantasy – planet Alcazar and our galaxy. And we've invited other people into the fantasy. It's beautiful. It's a fairy-tale," says Andreas. ➤



FACTS **ALCAZAR**

Names: Lina Hedlund,

Andreas Lundstedt, Tess Merkel.

Ages: 40, 46 and 48.

Live in: Stockholm.

Coming up: The farewell tour "20 Years of Disco - Mission Completed" which begins 5 October and will travel to 15 cities. On 22 November-15 December, the show will play at The Theatre at Gothia Towers.



Alcazar promises an utterly unforgettable party as they say farewell with a show at The Theatre.

The illusion is not just Alcazar as a whole, but also the characters in and of themselves. Together and individually, they have created the stereotypes that people wanted.

"If no one had cheered at the idea, then maybe we wouldn't have continued as we were. Then we would have done something else until someone clapped their hands and said they love it. Now we've given people what they want. But I also think there's a fairly large gap between ourselves and the people we are in Alcazar. I'm happy to stand and shake my booty in a pair of tight silver trousers because I have a certain distance from it," says Andreas.

Lina adds that she too has loved her role and has been truly happy in it. Tess, however, feels differently.

"The Tess in Alcazar is so incredibly far from who I am – I'm not that person. After playing that role for 20 years, I'm tired of being the stereotype. I think we all have a sense of inner longing as individuals to get to live to our full potential," she says.

WHEN ALCAZAR FORMED in 1998, the group consisted of Andreas Lundstedt, Tess Merkel and Annika Kjaergaard. With their first single "Shine On", they had enormous success in Sweden; their European breakthrough came with "Crying at the Discotheque". Since then, they've gained fans everywhere from Norway and Germany to Macedonia, China and South Africa. Magnus Carlsson joined in 2002, and the trio became a quartet. The group took a break in 2005 and reunited in 2007, but without Magnus and Annika. Instead, Lina Hedlund joined and Alcazar became a trio once again. Eleven years have passed since then, and this autumn, they will take their final journey.

"It will be an unparalleled show with one hundred percent joy, music, dance and glitter – a party that no one will forget," says Lina.

“It will be an unparalleled show with one hundred percent joy, music, dance and glitter.”

LINA HEDLUND

Is Alcazar's mission truly complete now, as the title of this autumn's show suggests?

"Our mission has been for everyone to get to be who they are, no matter where you come from or who you love. No one should set limits for themselves. You should dance and have fun – 'dance your troubles away'. We think we've achieved that and now we're passing on the disco flag and the disco shoes to our fans," says Tess.

"Everyone has understood our disco movement. Alcazar is flying freely now; we're moving away from home," continues Lina.

"Even if we're letting go, others are holding onto one another's hands, ready to keep on dancing. They don't need Alcazar anymore," adds Andreas.

With millions of singles sold, four studio albums and five Melodifestivaler behind them (the Swedish precursor to Eurovision), this proud trio is wriggling out of their disco suits and heading for new solar systems.

"It's been like an explosion. The disco ball, the three of us, is exploding into different forces that are somehow disseminated further. But we don't know what we're going to do afterwards," says Tess, and Andreas adds, "Whatever we decide to tackle, it's going to be fantastic. And that's true of all people!"

Food is a large part of the whole

THE THEATRE IS more than just entertainment. Food is also an important part of the overarching concept; everything should fit together in order to give guests a perfect evening.

About nine months before a show premieres, work on the menu begins. It is imagined, prepared for a test run, taste-tested and adapted.

"The overall experience is incredibly important to us and the food is a major part of that," says Knut Nyhus, Food & Beverage Manager, Event & Catering Restaurants at Gothia Towers.

The level of involvement from the current artist in the creation of the menu varies from person to person. For example, before the show with Danny, a small team went to Stockholm to meet him and gain inspiration.

"Danny was engaged and talked a lot about a particular vegetable in his show, which we also had on the menu. Alcazar is more involved in the cocktail menu and will have their own Alcazar drink. With its rainbow colours, dessert is imbued with an extra touch of disco."

IN ONE EVENING The Theatre serves around 700 people. Just as many people watch the show from the gallery or bar. Once a show run has concluded, about 12,000 guests have eaten from the menu.

"Because the food has to suit the tastes of so many people, we can't use particularly unusual or special flavours. We try to do things that don't stand out too much, but that still taste really good."

A culinary journey for all your senses.



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Packaged for the future

Sustainability and innovative solutions are in focus when Scanpack takes over the Swedish Exhibition & Congress Centre in October. The eyes of the packaging world will be on Gothenburg.

TEXT **MARCUS OLSSON**

INTELLIGENT PACKAGING THAT “speaks”, the effects and opportunities of digitalization, personified content and tomorrow’s logistics: Scanpack, the Swedish Exhibition & Congress Centre’s largest industry fair, offers a jam-packed programme to say the least. The focus is on innovative solutions as the packaging industry gathers in Gothenburg to display their wares and discuss today’s biggest trends. The exhibitors at the fair show the best and latest additions to the market.

“We discuss what machinery can streamline manufacturing, what packaging colours and shapes will help your company’s products fly off store shelves, and everything in between. Visitors will find everything from the smallest capsule to machines that cost SEK 40 or 50 million,” says Anna Lena Friberg, business manager for Scanpack at the Swedish Exhibition & Congress Centre.

One clear trend is that e-commerce is placing new demands on packaging. Customers’ desires and climate-smart packaging solutions are also driving development forward.

“A sustainability perspective is more relevant now than ever before. The industry is grappling with the problems entailed by plastic, among other things,

for the environment. Today, consumers have higher demands for sustainability and environmental awareness. For the packaging industry, solving these challenges is a matter of survival.

The Sustainability Award will be presented at Scanpack. The jury includes companies and organisations such as Coca Cola, P&G and Lund University.

Michael Bohm is Product Manager at Stora Enso. The Swedish-Finnish forest industry company has a sharp focus on innovation and packaging solutions made of renewable materials, such as cardboard.

“The major environmental and consumer trend is pushing us forward. A large part of our innovation work involves completely eliminating fossil materials from our packaging. We are the world’s first major forest company to have a scientifically founded goal for reducing greenhouse gases. In other words, we are driven both by what customers want and by political initiatives, such as the Paris Agreement. We’re trying to modify our work methods according to it as soon as possible.”

SCANPACK IS ONE of Stora Enso’s most important fairs, explains Michael Bohm.

“We want to present our views on the future. Another important component is knowledge exchange with others at the fair. There is always plenty of inspiration.”

Anna Lena Friberg explains that several high-profile speakers are booked.

“Isabel Rocher, Amazon’s previous head of packaging, is one of them. Carlsberg’s head of sustainability and Stora Enso’s head of innovation, Mikael Hannus, are



Anna Lena Friberg,
business manager for
Scanpack.



Michael Bohm,
product manager
Stora Enso.

two others. There will be something of interest for just about everyone,” she says.

We all have a relationship to packaging, which is everywhere in our daily lives. That is why both small and large questions will be on the agenda at the fair.

“For example, how do you create medical packaging that is simple enough for an older person to open, but that a child could not manage to open? Discussions will cover everyday challenges as well as truly major questions that the entire industry is working with,” says Anna Lena Friberg.

SCANPACK WILL BE held on 23–26 October 2018. It is the largest fair of its kind in northern Europe. It has 40 percent international exhibitors and visitors – from over 40 countries.

“Many Gothenburg residents are familiar with the Gothenburg Boat Show and several of the other public trade fairs, but industry fairs are often even bigger. All of Gothenburg will be completely booked up, including both restaurants and hotels. Scanpack is a fair that makes a major impression in the city.”



Finnish Sulapac makes fully biodegradable wooden cosmetics packaging as an alternative to plastic.

PHOTO: SULAPAC



An increasingly clear trend is for packaging to have the right appearance and to say something about both the product and who will buy it.

Trends in focus at Scanpack 2018

1 SUSTAINABILITY

It is important to have clear sustainability initiatives today, and much of Scanpack's conference programme is dedicated precisely to that. Among others, the fair will feature speakers from Iceland Foods. The British chain has taken a decision to ban all plastic packaging for its products.

2 SMART INDUSTRY

Digitalization of packaging is a trend that has recently grown significantly. Industry 4.0, Smart Industry and the Internet of Things are now everyday terminology for items that are reshaping life as we know it. The latest technological solutions can be found at Scanpack and the leading companies and experts will discuss what they entail.

3 PACKAGING PRINT

The modern printing industry is evolving at a record-fast pace and that is clear at Scanpack, where it is featured. One clear trend is the continued personalization of marketing content. Innovations in digital printing technology have also given the industry brand new conditions. Printed electronics, which allow packaging to communicate with your smart phone, comprise one example.

PHOTO: PIDA



4 MATERIAL

The right materials are an important component in all packaging production. Whether it's cardboard, plastic, paperboard, glass or another material, above all it should protect the package contents. The ability of packaging to 'communicate' as well is another clear trend. The enormous selection

in packaging materials will be on display at Scanpack.

5 DESIGN & BRANDING

One trend that has never before been clearer is for packaging to have the right appearance, and for it to say something about both the product and who will buy it. Case studies will be presented at Scanpack, along with the latest trends and the best of international packaging design. One of the main speakers in the area is Andrew Gibbs, founder of The Dieline, the world's largest packaging design site and blog.

6 E-COMMERCE

New business models, new customer behaviour and new digital platforms mean high demands on logistics, return solutions and packaging. For example, what is the customer experience when the customer has received and opened his or her package? This will be a hot topic of discussion at Scanpack.



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German artist Jule Waibel will present the versatility of paper at Scanpack. "You can make just about anything by folding paper," she says.



PHOTO: JULE WAIBEL



JULE WAIBEL, ARTIST:

"Paper has no limits"

Together with Stora Enso, German artist Jule Waibel is participating in Scanpack in a creative workshop on what can be done with paper. She has garnered international acclaim for her paper dresses.

JULE WAIBEL CONNECTS a large part of her artistry to her own expression, the "Unfolded Universe", which she says refers to the fact that everything can be folded.

How did you begin folding various materials?

"I enjoy experimenting with all kinds of materials, like metal, textiles, glass and paper, of course. Ultimately I became the most interested in paper, which is also the most classic material to fold. I did a lot of

origami when I was younger."

What is it like to work with paper specifically?

"It can both expand and contract. You can make just about anything by folding paper. There are no limits. I suppose my paper dresses are the best example of that. Paper is supple and moves in a way that



Jule Waibel.

brings life to the dresses. I like that. It's also fitting that I started making clothes from paper. I was originally a furniture designer, but when I was younger I dreamt of becoming a fashion designer. I've made a lot of other things from paper too, like umbrellas and bags."

What will you be doing at Scanpack?

"I've been working with Stora Enso for over a year now and I've done live shows in which I fold different things with paper from Stora Enso. I've made 'giveaways' for various events, things like key chains and flowers. What I will be making at the fair in Gothenburg is still a secret, but it will be something that visitors can take home." 🍷

MARCUS OLSSON

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Shellfish buffet with a dizzying view

I F YOU TAKE the lift 100 metres up in Gothia Towers' third tower, you will end up in the Imagine banquet hall, with its unbeatable view of Gothenburg. On a few evenings this autumn, the hall will be open to the general public and an abundant fish and shellfish buffet will be on offer.

"It's quite special to get to eat fresh-caught shellfish in a comfortable setting like this. And it puts our incredible city on display. Not a lot can beat the magnificent view of Gothenburg that you get from the 29th floor," says Karl Åkesson, Executive Chef Event & Catering.

The shellfish is fresh for the day and locally caught, and guests can enjoy everything from lobster and crab to shrimp and oysters. The buffet table will also have fish, such as salt-cured and smoked salmon, herring and Baltic herring, as well as sides that the kitchen selects for the day.

"We also have a few warm dishes, including mussels and crab cakes with chili and coriander. And of course, delicious coffee and pastries from our own patisserie."

Which dishes from the buffet are your favourites?

"That would be our lobster boiled in dill with a piece of aged cheese and a nice dollop of aioli." 🍷

TEXT MALIN DITTMER PHOTO STEFAN EDETOFT



BEHIND THE SCENES

PATRIK KRALL,
CEO, KRALL ENTERTAINMENT:

“The artist does not only appear on stage”

“ **WHEN I GOT** the chance to set up shows at the Swedish Exhibition & Congress Centre and Gothia Towers, my vision was to design a theatre with everything from bar seating and table seating to a gallery and stairs. The Theatre was designed with inspiration from Las Vegas. The interplay between the various elements of a dinner show is what makes The Theatre unique. The food, table settings and service should be as much of a ‘wow’ factor as the show itself. People probably don’t realise it, but The Theatre is mobile. From the foyer to the stage and dining spaces, everything is set up before the show and taken down afterwards. My primary responsibility at The Theatre is the show. It’s important for the artists to be right for both the city and for the current moment. The artist does not only appear on stage. The food, table settings and surroundings are all part of the total experience as well. In this realm, Gothia Towers is outstanding. It takes two years to plan a dinner show on average and the rush I get on opening night is the best feeling I can think of.”

FRIDA WALL

THREE THINGS THAT MAKE A GREAT DINNER SHOW

- 1** The show: “When the artist, music and the performance on stage come together, the overall experience is special.”
- 2** The venue: “By valuing everything in the venue equally, we create a sense of magic for the guests.”
- 3** The food: “The food should go hand in hand with the show. If there’s an imbalance here, the missing factor will take away from the experience of everything else.”



RISTORIA

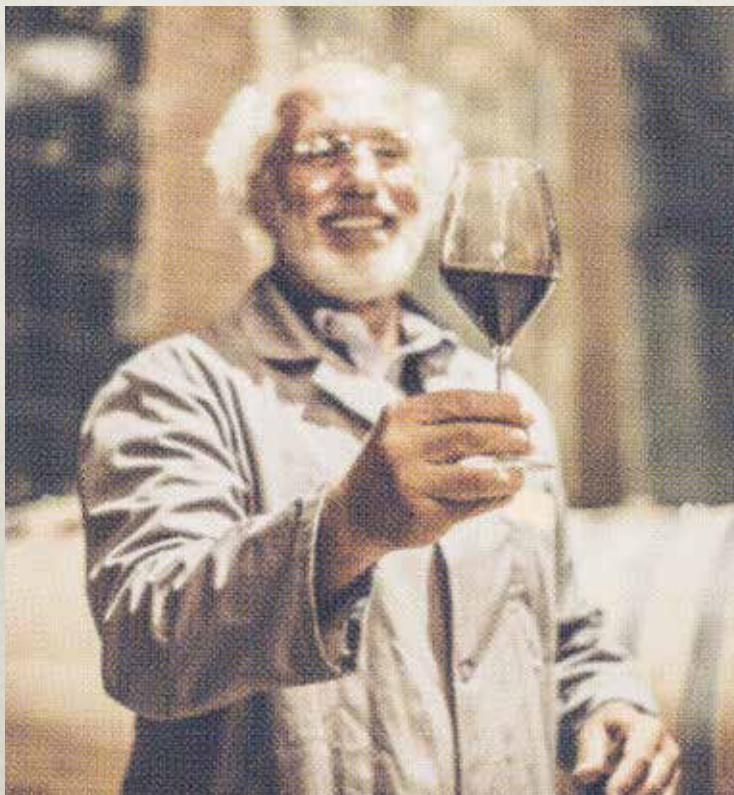
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Ristoria is a dazzling restaurant at Korsvägen. A new market and meeting place where every taste experience conveys a story from our great Italian food trip.

Destinations for any time

Experience autumn by mountain bike, or take a walk through a picturesque castle setting. And should your umbrella turn inside out, then Feskekôrka is the perfect place to familiarise yourself with the Gothenburg atmosphere. Gothenburg has destinations for any time.

PHOTO: FRIDA WINTER



CHRISTMAS CITY GOTHENBURG

On 29 November, Gothenburg will be transformed into a fairy-tale land. Millions of Christmas lights will brighten the mood as Christmas City Gothenburg opens up. Don't miss the singing Christmas tree, or a visit to Gothenburg's oldest Christmas market, Kronhus Christmas. At Christmas at Liseberg, you can ride the carousel in a park that glistens with snow.

PHOTO: LISEBERG



HALLOWEEN AT LISEBERG

Put your courage to the test at Liseberg as the park is taken over by ghastly ghouls and horrifying haunted houses. Thousands of pumpkins create a cosy setting amidst all the frightfulness. Halloween at Liseberg is part of the focus on Gothenburg as an autumn city.

PHOTO: BEATRICE TÖRNROS



RÖHSSKA MUSEET

The Museum of Design and Craft opened in 1916 and since then it has collected textiles, furniture, glass, porcelain and fashion from different eras. Among other things, you can see the exhibit "Röhsska Museet's design history - 1800 to today". The museum reopened in autumn 2018 after undergoing renovations.

PHOTO: STAFFAN JOHANSSON



GUNNEBO

In the eighteenth century, a wealthy merchant purchased Gunnebo House. Today it is an active environment with a farm, tours of the estate, a cafe, and castle gardens that are always open. Each Saturday in October, visitors can take a tour of the old orangery, which is currently being reconstructed.

PHOTO: KJELL HOLMNER



FESKEKÔRKA FISH MARKET

One of the city's most famous sights is situated right on the canal: a temple of delicacies from the ocean. Feskekôrka was built in 1874 and since then, it has been developed into an indoor market with a large offering of fish and shellfish. Here you can buy fresh catches of the day, or eat lunch at one of the restaurants.

PHOTO: FRIDA WINTER



DELSJÖ AREA

One popular destination among Gothenburg residents is the beautiful natural area surrounding the Delsjö lakes. When swimming season is over, you can go canoeing or mountain biking on the trails in the area. And if you would prefer a calmer activity, the nature reserve has lovely walking paths.



THE MOMENT

1:19 p.m. ON SATURDAYS, Gothenburg residents in the mood for lunch take a pilgrimage to an old shipyard on Lindholmen. Here, you can taste your way through food trucks, breweries and pop-up restaurants, all under the same roof. The offering at the Lindholmen Street Food Market varies from weekend to weekend, but all players have a local connection. In conjunction with the food market is the Lindholmen Street Design Market, with products from primarily local designers. Both markets are open every Saturday until the end of November. The first three weekends in December will then be dedicated to Christmas at Lindholmen, a Christmas market with a focus on food, design and fun activities. [🔗](#)