

MOMENTS



A MAGAZINE BY THE SWEDISH EXHIBITION & CONGRESS CENTRE AND GOTHIA TOWERS | 1 | 2019

A PASSION
FOR WINE

COMPANIES AND
THE DIGITAL FUTURE

DELICIOUS FOOD
TO SHARE

5

REASONS
TO CHOOSE
GOTHENBURG

SMOOTH-SAILING LIFESTYLES

NEW TRENDS IN THE BOATING INDUSTRY

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FÖR SVENSK
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Salt-sprayed dreams

WE ALL HAVE a relationship with the ocean. It provides cooling dips on hot summer days, fast-paced adventures and gorgeous views all over the world. So many of us crave and dream of the glorious boating and salty swims of the summer months. In this issue, we have therefore tapped into the latest boating trends and taken a closer look at how life on the sea has changed in recent years.

Locally grown, unique and playful are keywords at Upper House Dining, which you will find at the top of our middle tower. On pages 26–27, we present selected bites from the restaurant's incredible menus, and in another article our sommelier shares her tips for the best food and wine pairings.

GOTHENBURG IS BECOMING an increasingly popular meeting city internationally. In the article on pages 12–16 you will read about five of the city's strengths. You can also glimpse behind the scenes at EuroHorse; learn about the possibilities of digitalization from Ashkan Fardost; read about the researcher who is going to reduce microplastics in the ocean; and discover ten gems that are perfect for anyone in Gothenburg with kiddos.

Enjoy the magazine! ☺



CARIN KINDBOM
PRESIDENT AND CEO
THE SWEDISH EXHIBITION
AND CONGRESS CENTRE
AND GOTHIA TOWERS



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SVENSKA MÄSSAN
THE SWEDISH EXHIBITION & CONGRESS CENTRE

GOTHIA TOWERS

PHOTO: GOTHIA TOWERS



PHOTO: SANNA TEDEBORG



PHOTO: SKYFLYERS



PHOTO: TORQUEDO



PHOTO: STEFAN EDETOFT



1 | 2019

- 10 **Changing behaviours**
We've all misunderstood digitalization, says lecturer Ashkan Fardost.
- 12 **Gothenburg's strengths**
There are tons of reasons to meet in Gothenburg. Read five of them here.
- 18 **A lifestyle of wine**
For Helen Wolff, beverage supervisor, wine is much more than a job.
- 22 **Life aboard is calling**
Boating has changed a great deal in recent years, and the Gothenburg Boat Show has kept up.
- 26 **Playful plates**
Upper House Dining has a focus on creativity and socializing.

- 4 **ENTRANCE**
- 28 **BEHIND THE SCENES**
- 30 **GOTHENBURG SIGHTSEEING**
- 32 **CALENDAR**

Focus on South Korea

WHEN THE NORDIC region's biggest culture and media event, the Göteborg Book Fair, is held for the 35th time, one country in particular will be featured as usual. This time around, it is South Korea's turn.

In 2019 Sweden and South Korea are celebrating 60 years of diplomatic relations. South Korea tops international lists in matters of education – but it is also a compelling country on a literary level.

“South Korean literature is modern; young female authors in particular are in the spotlight. The focus will be on ‘Human and Humanity’, which is very significant for Korean literature. At the Göteborg Book Fair, South Korean culture will also be visible from a broader perspective, including in particular a wide variety of music and technology,” says Frida Edman,

exhibition manager for the Göteborg Book Fair.

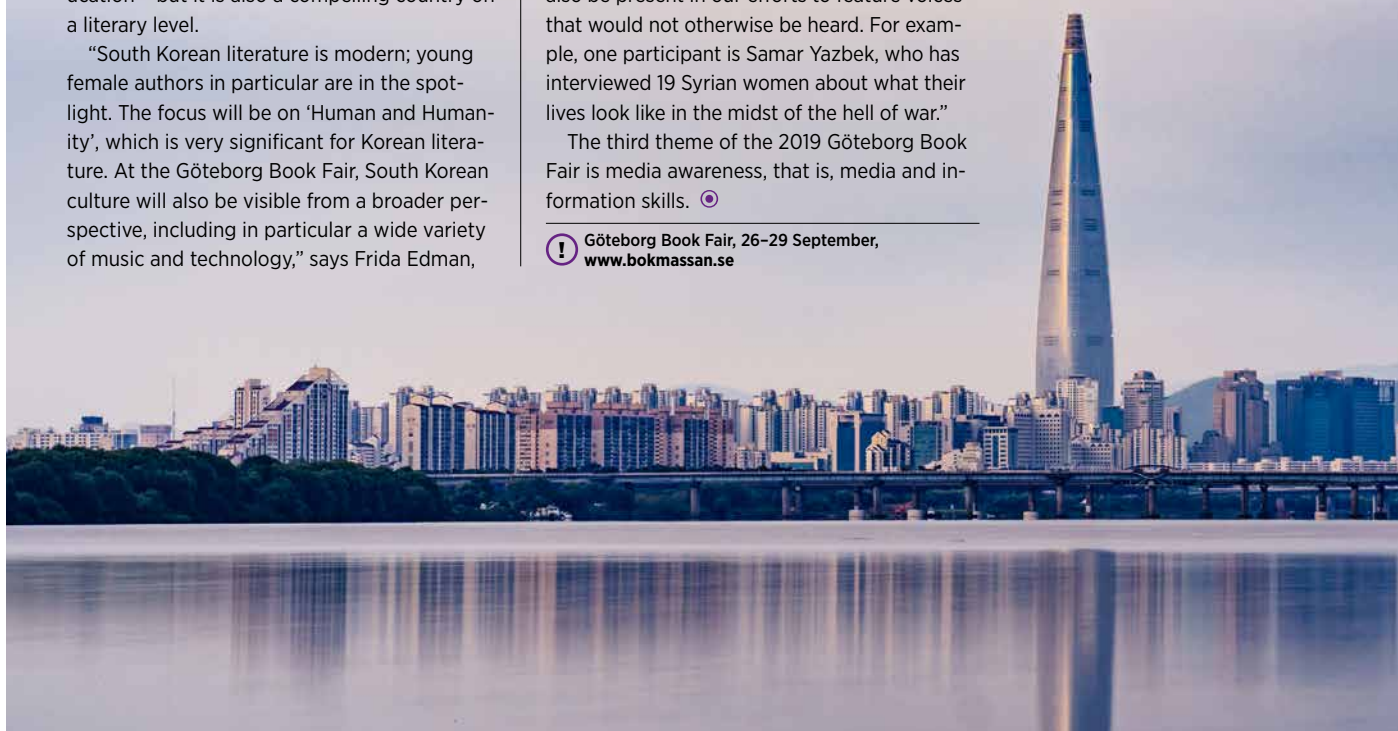
2019 also marks 100 years since Sweden achieved universal and equal voting rights, an anniversary that will also be celebrated at the Göteborg Book Fair.

“A lot of seminars in our seminar programme will focus on gender equality; we’re also seeing many female authors in 2019. The theme will also be present in our efforts to feature voices that would not otherwise be heard. For example, one participant is Samar Yazbek, who has interviewed 19 Syrian women about what their lives look like in the midst of the hell of war.”

The third theme of the 2019 Göteborg Book Fair is media awareness, that is, media and information skills. ●

! Göteborg Book Fair, 26–29 September, www.bokmassan.se

The spotlight will shine on South Korea at this year's Göteborg Book Fair – not just Korean literature, but also music and technology.



Elfack displays smart technology

ELFACK, THE NORDIC region's largest meeting place for the electricity industry, celebrates 50 years in 2019. In addition to cake and champagne, Elfack will be serving smart technology. One focus area in particular will be eSmart, a meeting place for everyone who wants to do business in tomorrow's electricity and energy industry.

“All of Elfack is permeated by new technology and exciting innovations, but eSmart is really relevant right now. Two years ago, everyone was talking about smart homes; today, we’re talking about smart cities. Advancements are happening incredibly quickly and at Elfack, people learn about the latest innovations,” says Ola Lundqvist, business manager for Elfack. ●

! Elfack, 7–10 May, www.elfack.com



Did you know that...

...only three hotels in the world have a pool hanging over the edge of the building facade. One in Shanghai, one in Dubai, and Gothia Towers in Gothenburg.

Anniversary celebration aims to inspire movement

WHEN THE STARTING shot fires for the fortieth annual GöteborgsVarvet, it will be the launch of the ultimate anniversary celebration. GöteborgsVarvet Expo will be held at the Swedish Exhibition & Congress Centre for the fourth time, and innovative running-related news and a mighty trip back through the archives await. A new initiative is also underway for an activity arena which is being constructed to offer workout classes and inspire people to get moving in more ways than ever before.

“Our goal is to fill every metre with an increasingly active lifestyle that is celebrated every other minute,” says Ulrica Ramstedt, brand marketing director at the Swedish Exhibition & Congress Centre. ●

! GöteborgsVarvet Expo, 16–18 May, www.goteborgsvarvetexpo.se

THE MOMENT

11:36 a.m **A HAMMAM IS** a Turk-

ish bath with a long history, both as a social arena and a place for ritual physical purification. The word hammam means mumble, and derives from the murmurs of bath visitors rising up and dissipating into the ceiling dome. At Upper House Spa, you can experience a Turkish hammam in the heart of Gothenburg. Here, tradition meets modernity. Treatments are carried out on a warm slab of granite where you are scrubbed, massaged and covered with a cloud of lather from soap made of seaweed and honey. When you eventually step back onto the street again, it will be as a softer person both inside and out. 🌀



PHOTO: STEFAN EDETÖFT



PHOTO: J-O YXELL/CHALMERS

Among other things, Sebastien Rauch studies how to reduce the release of microplastics from washing machines.

SEBASTIEN RAUCH RESEARCHER:

“Microplastics can be a huge problem”

SEBASTIEN RAUCH IS a professor at Chalmers University of Technology who researches how we can reduce the quantity of microplastics in oceans.

What exactly are microplastics?

“Microplastics are small pieces of plastic, up to five millimetres across. They can come from disposable packaging, or from cars and asphalt, for example. Many textiles also contain synthetic fibres, and when we wash these textiles, we release microplastics. A lot of it can end up in the oceans and get caught in and on fish. Then we humans end up consuming the plastic when we eat the fish.”

How big is this problem?

“We actually don’t really know. That is being researched. We know it is potentially a large problem, but just how large, we don’t yet know.”

You are running a project with Gothia Towers and the Swedish Congress & Exhibition Centre, among others. Tell us more about that!

“We are studying how much microplastic are released from laundry. Laundry is one of the largest causes of the release of microplastics and we’re studying how washing machines are constructed, and trying to determine what we can do to reduce the release of microplastics.”

What does this engagement mean for your research?

“It means a great deal that such a large player is getting involved and taking responsibility, especially when they certainly don’t have to. Gothia Towers is showing that because we’re all part of the problem, we must also all be part of the solution.”

MAGNUS CARLSSON

ENTRANCE



Make information more accessible

LEVA & FUNGERA is a trade fair revolving around assistive aids and opportunities for people with disabilities. In 2019 the conference will also be part of Kommunikationskarnevalen (Communication Carnival), which features communicative support. The conference has made an impression on the trade fair, which is now working to make its information more accessible.

“Being accessible isn’t just about removing physical obstacles; you also have to ensure that as many people as possible can access the information. This means not only on the fair floor; it also applies to our restaurants, cafés and all other premises,” says Monika Ölund, business manager for Leva & Fungera.

Leva & Fungera, 26–28 March, www.levafungera.se

PHOTO: GOTHIA TOWERS

Sample wines from all over the world

WINE CONNOISSEURS should be sure to visit Gothenburg Wine & Deli at the Swedish Exhibition & Congress Centre in April. The fair is expected to attract over 9,000 visitors, and wines from all over the world will be represented this year.

“We are seeing a clear trend. People want to try wines from countries other than just France and Italy. We’re really looking forward to being

able to offer wines from Croatia and Armenia, and we also have a special area at the fair for small-scale imports, where many of the wines come from small, family-owned farms,” says Emelie Oscarson, project manager for Gothenburg Wine & Deli.

Gothenburg Wine & Deli, 26–27 April, www.vinochdeli.se

ON STAGE

“Time is a currency that we don’t want to waste on anything that isn’t worth it.”

PROFESSOR OF ECONOMICS **MICHAEL DAHLÉN** ON HOW WE VALUE TIME IN TODAY’S INFORMATION STREAM. DURING A LECTURE AT HJÄRNTILLSKOTT AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN NOVEMBER 2018.



PHOTO: STUDIO EMMA SVENSSON

THE NUMBER

8,000

Number of exhibitors that present at the Swedish Exhibition & Congress Centre annually.

Major investment in Vitalis

VITALIS IS ONE of the world’s largest conferences and trade fairs in e-health, and is expected to draw over 5,000 decision-makers in 2019.

“Sweden envisions becoming a global leader in e-health by 2025, and without a doubt, we are a role model. For example, Microsoft will make a major investment in Vitalis

in 2019. The fact that one of the world’s largest companies is investing significantly in Gothenburg, with huge booths and a lot of activities, is really fun,” says Maria Sterner, business manager for Vitalis.

Vitalis, 21–23 May, www.vitalis.nu

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

"The primary factor for us is to create a dialogue and contribute to the exchange of knowledge," says Stanley Wong, CEO of Svenska Dryckesmässor, which is arranging A Beer & Whisky Fair.

Find experts in craft drinks here

THE FACT THAT we now consume more locally grown food than ever before is nothing new. But what about drinks? In the early 1990s, Sweden had about ten microbreweries. Today there are 400. And interest in small-scale craftsmanship is rising every year. Especially in the beer capital of Gothenburg.

"People care more about what they drink today and above all, we have more knowledge than we used to," says Stanley Wong, CEO of Svenska Dryckesmässor, which is arranging A Beer & Whisky Fair from 12–13 April together with the Swedish Exhibition & Congress Centre.

This is the fair's seventh edition in a row, and since 2015 it has been held in conjunction with GBG Beer Week. It's a week filled

with beer-related events all over the city, culminating in A Beer & Whisky Fair at the Swedish Exhibition & Trade Centre. Everything from well-known brands like Carlsberg and Glenfiddich to small, local microbreweries are on display here.

"Several small breweries had their breakthrough here, and this year we are proud to present, among others, Beerium Kraftölsbryggeri, AKiA Brygghus and Gotlands Whisky for the first time," says Stanley Wong.

WITH 160 EXHIBITORS and over 2,000 types of beer and whisky, the fair is one of the Nordic region's largest drink fairs. Take this chance to join the 20-minute speed tastings inside the fair, or book a longer

tasting in a calmer setting. Knowledge is the fair's keyword.

"The primary factor for us is to create a dialogue and contribute to the exchange of knowledge. Here, people can learn how the drinks are made, what the ingredients are, and who the people behind the drinks are," says Stanley Wong.

But a deep interest in beer and whisky is not necessary in order to have fun at the fair. There is also charcuterie to enjoy as well as drinks like cider, gin and rum for sampling. There will be a special focus this year on guests' culinary experiences.

"One new feature this year will be a bigger food court where people can eat great food and rest their feet for a while," concludes Stanley Wong. 🍷

FRIDA WALL



THE ART

GERRY JOHANSSON captures landscapes and urban settings with documentarian precision, preferably with a large-format camera, and always in black and white. The absence of people in his photographs is conspicuous; instead, the motif is in focus. You can find Gerry's art at the top of our third tower. The photograph is cropped. ©

ASHKAN FARDOST
LECTURER AND INVESTOR:

“Companies need to examine themselves”

DIGITAL TECHNOLOGY AND the internet are radically changing human behaviour. Many companies reckon they are prepared and that they are now digitalized. But lecturer Ashkan Fardost says they have all misunderstood. Not until the internet is placed in a historical and cultural context will it be possible to understand how digitalization will influence a given industry, profession and future.

In what ways have we misunderstood digitalization?

“My point is that most people talk about digitization, where the focus is only on the technical component, while digitalization also takes into consideration how digital technology and the internet are changing behaviour and creating new expectations.”

How is digitalization influencing our behaviour?

“The internet consists of three billion people in a single room where everyone, at least in theory, can communicate on equal terms. This changes the cultural foundation that has served as social glue for several thousand years. Among other things, it is undermining national ideals and instead, people are searching for the meaning of life through their digital ‘tribes’ online. In this global, digital tribe society, you can join however many tribes you want, regardless of geographic location.”

What does that mean for companies?

“When the big ideal is no longer monopolized by the state, an ideal vacuum will be created where companies can conquer new

cultural territory. The common denominator for start-ups and successful companies is that they have clear ideals that form the foundation of everything they do. Take Tesla for example. Their ideal, which is monitored and rigidly followed by their visionary leader Elon Musk, is to free humanity from dependence on fossil fuels. So they make electric cars and solar panels, which are two ways to achieve that ideal. Companies simply have to start examining themselves and rediscovering their purpose.”

What changes can people make?

“As I said, you start by examining yourself: ‘What do we stand for? Is there any deeper meaning to our existence than just making money?’ Everything you do must be pursuant to your ideal. It’s not enough to have a cool vision and a cool slogan. Otherwise, you can forget ever being able to attract major young talent, both as employees and as customers. After you successfully attract this talent, the workplace and its vision should be a platform through which the talent can have an outlet for their creativity and proficiencies in line with the company’s goals. But let them shape parts of the company, instead of having a shape into which they have to fit. I guarantee that young, major talent will leave in no time if there’s nothing bigger than a job title, a fancy desk and a pay-check.”

HANNA KLUMBIES

! Ashkan Fardost was a principle speaker at Scanautomatic at the Swedish Exhibition & Congress Centre in 2018.

Three necessary corporate changes

1

Examine

“Examine your entire company and get down to the core of the matter: what is your purpose other than making money?”

2

Manifest

“How can this purpose be manifested in the real world in ways other than the products you happen to be producing right now?”

3

Communicate

“How can you redo your communication so that everything to do with your company clearly demonstrates your ideals?”

PHOTO: SANNA TEDEBORG

FACTS

Name: Ashkan Fardost.
Age: 33 years old.

Job: Lecturer, start-up investor and currently writing his first book on the internet revolution, which will be published in 2020.




5 STRENGTHS OF **GOTHENBURG**

An innovative business community, world-leading sustainability initiatives, top-rate meeting facilities and proximity to entertainment and restaurants. There are many reasons to choose Gothenburg. Discover a handful of them here.

TEXT MALIN DITTMER





In recent years, Gothenburg has become established as a popular meeting city and competes with the global leaders.

[CITY OF MEETINGS]

1 Competes with the best in the world

AN EXCELLENT MEETING city should be able to offer a central location, excellent transit connections and professional, comprehensive solutions. As a visitor in Gothenburg, you will find both a vibrant urban centre and the picturesque archipelago within reach. Getting around the city is a breeze, and in fact you can walk almost everywhere. If you need help finding your way, simply

ask a friendly local. Chances are quite good that you'll meet one, because Gothenburg has been ranked one of the world's most pleasant cities multiple times.

The meeting city of Gothenburg has taken significant steps in recent years towards becoming established as a powerful player on the international scene. The Swedish Exhibition & Congress Centre and Gothia Towers, Europe's biggest fully integrated meeting place, has made several strategic investments in the future. Along with intentional destination initiatives and beneficial collaborations in the city, this means more and more organisations are choosing Gothenburg for their meetings.

The city is now competitive with the leading meeting cities in the world. By 2030, the number of commercial guest nights is expected to have doubled to 9 million,

of which international guests account for 40 percent.

More and more organisers are also choosing to return to Gothenburg with their congresses, which demonstrates a genuine appreciation for the city as a locale for meetings and networking.

ONE MEETING THAT has chosen to return in 2019 is the Annual Meeting of the European Society of Human Genetics, ESHG.

During the year, Gothenburg and the Swedish Exhibition & Congress Centre will host several other major meetings connected to academia and the local business community. These meetings don't only impact the tourism community, but also create conditions for sustainable growth and contribute to the development of research and the innovation climate of the entire region. ➤

[CITY OF FOOD]

Flavourful ingredients from the sea

AT 6:30 A.M., the alarm goes off and Sweden's largest fish auction is underway. For over 100 years, fish have been bought and sold at the same location in Fiskhamnen. Proximity to the ocean and the cold waters of the North Sea make Gothenburg a paradise for fish and shellfish lovers. The beautiful and exquisitely fresh ingredients end up at some of the city's many restaurants, where they are transformed into delicious dishes by creative chefs. Many of them are award-winning and most work with organic and local ingredients to create menus based on the season. Several of the restaurants even have their own rooftop vegetable gardens. You can't get more local than that.

But Gothenburg is not only known for fine dining and imaginative food preparation. Try a classic shrimp sandwich at Gothia Towers, an enormous cinnamon bun in Haga or a half special (sausage, bun and mashed potatoes) at any hot dog stand. Sometimes simplicity is best.

PHOTO: TINA STAFREN



Proximity to the ocean permeates much of the food served in Gothenburg. The city is a paradise for fish and shellfish lovers.



PHOTO: JOHAN WINGBORG

The Gothenburg region is one of the most research-intensive in Europe. Two reputable higher education institutions are located here: Chalmers University of Technology and the University of Gothenburg.

[CITY OF INNOVATION]

World-leading research in the region

DID YOU KNOW the Gothenburg region is one of the most research-intensive regions in Europe? Every year, companies invest about SEK 20 billion in research and development in the region, corresponding with almost one fourth of Sweden's investment in the area.

About 50,000 students attend Gothenburg's two higher education institutions, Chalmers University of Technology and the University of Gothenburg. Interdisciplinary research in a wide variety of fields is pursued

here in partnership with companies and government agencies. Two venture companies are also connected to both institutions, Chalmers Ventures and GU Ventures. Both have high international standing.

Gothenburg has a long tradition of partnership between the business community, academia and the public sector, setting the perfect stage for innovation. The city's science parks (Lindholmen, Sahlgrenska and Johanneberg) are examples of collaborative settings for global-leading research, especially in Life Science and Automotive, frequently with a focus on sustainability.

The Gothenburg region is also home to the most testbeds, environments for testing and developing new ideas, in Sweden. Through the initiative Testbädd Göteborg (Testbed Gothenburg), the initiators City of Gothenburg, Business Region Göteborg, RISE, Chalmers and the University of Gothenburg hope to leverage and accelerate innovative growth in the region.

[CITY OF SUSTAINABILITY]

Shared environmental vision

GOTHENBURG IS A world leader when it comes to sustainability. At least according to the Global Destination Sustainability Index, an international sustainability ranking of 50 cities in the world. In 2018, Gothenburg placed in the top among meeting and event cities for the third year in a row. This honour fits perfectly with Gothenburg's ambitions and long-term work with sustainable development. The entire city works continually with a shared vision, and for everything from transports and hotels to facilities and arenas to be able to offer the

best possible eco-friendly solutions. 93 percent of hotel rooms here are environmentally certified and about 65 percent of public transit is operated with renewable energy.

The goal is for all events to be permeated by sustainability from start to finish. Gothenburg Culture Festival is an example of working with sustainability in every dimension; one goal is to have an event free from disposable items in 2020. Another example is the Way Out West music festival, which has been environmentally certified since 2013.



PHOTO: HÅKAN LUDWIGSSON

About 65 percent of public transit in Gothenburg is operated with renewable energy. Here is one of the city's electric buses.

PHOTO: PETER KVARNSTRÖM/GÖTEBORG & CO



Way Out West is one of the biggest recurring events in Gothenburg. The music festival has been environmentally certified since 2013.

[CITY OF EVENTS]

The right place for an audience

WAY OUT WEST, Göteborg Film Festival, International Science Festival, Gothia Cup and GöteborgsVarvet. These are just a few examples of recurring events in the number one city of events: Gothenburg.

The whole city is an arena where parties often carry on in the streets and squares, becoming part of the urban landscape. Gothenburg even has a special event thoroughfare in the middle of town.

The right infrastructure is in place here, with arenas, hotels and restaurants all within walking distance. An ambition is in place here for all events to be as sustainable as possible. Passion, motivation and tons of creative events can all be found here. And so can a fantastic audience.

It's no surprise that Gothenburg has made a major impression as an events city, way beyond Sweden's borders.

GOING ON IN SPRING AND SUMMER 2019

- Annie, musical, Lorensberg Theatre, 1 March–5 May
- Andrea Bocelli, Scandinavium, 16 March
- Swan Lake, Lorensberg Theatre, 20 March
- International Science Festival, 1–12 April
- Gothenburg Horse Show and Euro-Horse, 3–7 April
- GöteborgsVarvet, 18 May
- Elton John, Scandinavium, 19 May
- Point Music Festival, Gothenburg Concert Hall, 23–26 May
- Summerburst, Ullevi, 7–8 June
- West Pride, 12–16 June
- Monster Jam, Ullevi, 15 June
- Bob Dylan, Scandinavium, 28 June
- Partille Cup, 1–7 July
- Metallica, Ullevi, 9 July
- Gothia Cup, 15–21 July
- European Choir Games, 3–10 August
- Gothenburg Culture Festival, 6–11 August
- Way Out West, Slottsskogen, 8–10 August

The Swedish Exhibition & Congress Centre will host the prestigious Associations World Congress in early April.

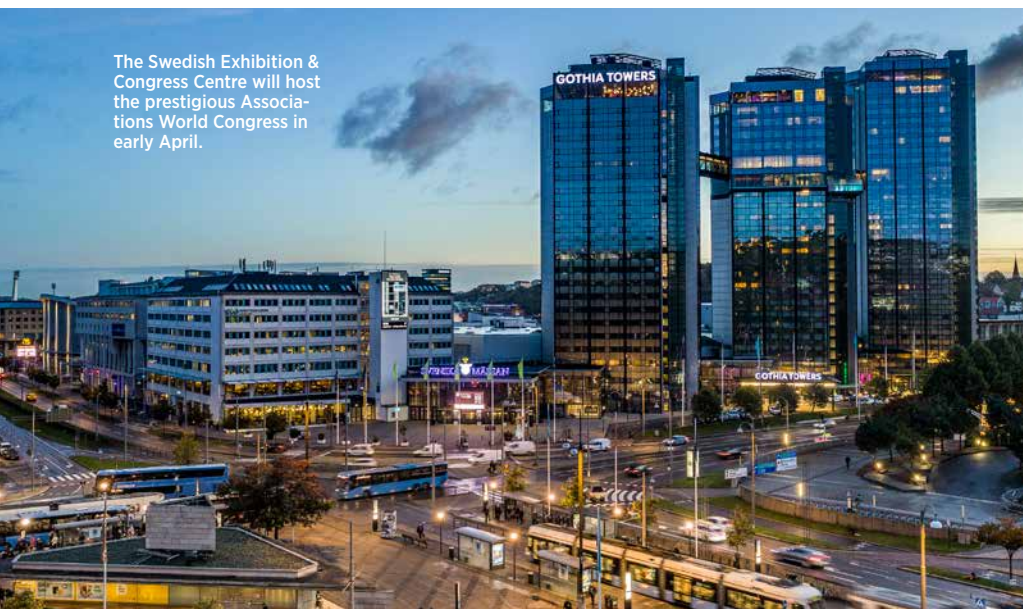


PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE

The conference that impacts Gothenburg

Associations World Congress, AWC, is the largest annual conference for employees and officers of professional, scientific and trade membership organisations in Europe.

In 2019, AWC is coming to Sweden – and Gothenburg and the Swedish Exhibition & Congress Centre comprise a natural choice for the event.

EVERY YEAR, 400 decision-makers from international organisations gather at the Associations World Congress (AWC). The conference is arranged by the Association of Association Executives, whose members represent 9,000 meetings worldwide, and at AWC, people gather to discuss the hottest industry issues.

The conference is held at a different location every year. When the 2019 Associations World Congress is held from 7–9 April, it will be hosted by the city of Gothenburg and partners, MCI Nordics and the Swedish Exhibition & Congress Centre.

“Our members frequently work with annual conferences, which are huge events. They are therefore always searching for the very best facilities – and the Swedish Exhibition & Congress Centre is one of them,” says Damian Hutt, Executive Director of the Association of Association Executives.

When AWC comes to Gothenburg, it will be the first time the conference is held in Scandinavia, and Damian Hutt is very much looking forward to it.



Damian Hutt,
Executive Director
of the Association of
Association Executives.

“We’ve been familiar with both Gothenburg and the Swedish Exhibition & Congress Centre for a long time, and now is the right time for us to come here. Gothenburg is an incredible city for many reasons.”

One of the greatest contributing factors to the choice was indeed the fact that the Swedish Exhibition & Congress Centre has such a unique location in the heart of the city, and a comprehensive offering with everything under one roof.

“OUR CONFERENCES BEGIN at 8:00 am, so if you’re going to have your delegates present in the morning, it helps for everything to be in one location. We have fantastic hotel rooms and restaurants in the same building as the actual conference here, which gives our participants even more

opportunities to meet and network,” says Damian Hutt. He continues, “It also makes a huge difference that the entire event is located in the city centre. Europe has many large-scale facilities, but they tend to be situated outside of the city. Here, it’s all located right in the heart of Gothenburg, which means our guests can have a great overall experience.”

Another advantage of Gothenburg that Damian Hutt points out is that it is Sweden’s second largest city – and second cities are often particularly compelling destinations.

“Our members have been to capital cities often, but not to second cities. This makes second cities especially interesting destinations. It is also clear that this kind of event is incredibly important for Gothenburg: everyone collaborates to make great things happen. I’ve been working with conferences for 32 years, and I can say that Gothenburg is absolutely world class when it comes to collaboration.”

THE SWEDISH EXHIBITION & Congress Centre is also particularly proud of the collaboration with the city and business community. The fact that Associations World Congress is now coming to Gothenburg is entirely consistent with the work approach of the congress centre and is the result of a close partnership with Göteborg & Co and MCI Nordics.

“Congresses are never quick fixes; what’s happening now is a result of long-term strategic efforts. From an international perspective, Gothenburg is a small city, which means we can’t take meetings for granted. While bigger and better known cities can sit back and wait for inquiries to come in, we have to work together: the city, academia and the business community, and help out in order for something to happen. But we’ve also become really good at that, which we’re extremely proud of,” says Malin Erlandsson, Director of Congress & Events at the Swedish Exhibition & Congress Centre.

The fact that Associations World Congress is now coming to Gothenburg is a success in itself, but the opportunities the congress entails are even greater. An event like Associations World Congress leaves numerous impressions, which also means the whole city will join in and reap the rewards.

“Association meetings are unique because they attract individual delegates and often exhibiting companies. Visitors have different needs, including everything from bed & breakfasts to five-star hotels – and that means the entire city benefits from a congress like this,” says Malin Erlandsson. ☺

MAGNUS CARLSSON

RISTORIA

— ITALIAN FOOD STORIES —

**RISTORIA IS A
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RESTAURANT
AT KORSVÄGEN.
A MARKET AND
MEETING PLACE
WHERE EVERY
TASTE EXPERIENCE
CONVEYS A STORY
FROM OUR GREAT
ITALIAN FOOD TRIP.**

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OUTSIDE POOL ON THE 20TH FLOOR

UPPER HOUSE SPA

UPPER
HOUSE
GOTHIA TOWERS

A journey for the senses.

UPPERHOUSE.SE

Helena Wolff's sense of wine

For Helena Wolff, working with beverages at the Swedish Exhibition & Congress Centre and Gothia Towers is more than just a job. Holidays with her family are spent in wine country, on coffee breaks, she and her colleagues take out maps and discuss wine regions, and her nightstand is piled with wine magazines.

TEXT ANNA-LENA BJARNEBERG PHOTO STEFAN EDETOFT

SOON, SHE WILL get to talk more about why she has the best job in the world. About why opening a fresh bottle of German Riesling can bring tears to her eyes. About the wine she drank in Argentina, from 150-year-old grapevines. Or why she thinks a day without a wine tasting is a day wasted.

But we will begin way down in the cellar. Beneath all the banquet halls, exhibition halls, the hotel and restaurants lies the “central warehouse” for all beverages served here.

“Today I checked whether the goods I’ve ordered have come in, and what’s beginning to run out,” says Helena Wolff, moving between pallets of beer cartons and well-stocked wine shelves.

Helena Wolff is the beverage supervisor in the food & beverage sourcing department, which means she is responsible for the purchasing, warehouse flows and coordination of beverages at the Swedish Exhibition & Congress Centre and Gothia Towers. She has worked with beverages at the meeting place for 17 years. Her first job was as head waiter at Heaven 23, where she helped to build up the wine list. She also helped launch the starred restaurant at Upper House in 2013.

TOGETHER WITH ALL the skilled sommeliers and servers in the building, she makes sure guests have the best possible drink experience, whether it’s in the hotel room, at a banquet, or in one of the restaurants or bars. She works with chefs, beverage suppliers, fair coordinators, hotel staff and warehouse staff.

“I’m a sounding board in different situations, like when it’s time to change out a wine in the hotel’s mini bars, when a restaurant is changing menus and wants to discuss new wines, or when an entrepreneur wants

to bring their employees to the Swedish Exhibition & Congress Centre and needs a banquet menu with wine pairings for 900 people.”

When planning a banquet, the company representative who will dine with their employees comes to the Swedish Exhibition & Congress Centre to sample the menu. Helena is asked to join, introduce a few different wine options and explain her reasoning.

“I remember one time in particular when the guest wanted white wine with the starter. We tried a white wine and a rosé that I thought would work better. They chose the rosé and it was a hit!”

She believes breadth is her strength as a wine connoisseur. She genuinely enjoys many different types of wine, which means her knowledge can be equally applicable to the Italian restaurant Ristoria and to Upper House Dining.

These days, Helena rarely works with serving directly. So it is even more important that she keeps abreast of things by trying as many wines as she can. One wine tasting per day is her goal.

“Today is actually a bad day, because I haven’t tasted a wine. But tomorrow, I’ll be meeting the staff at West Coast and trying wines for their new menu,” says Helena.

DESPITE HER BREADTH, she admits that her wine heart belongs to Austria, probably because that’s where it all began. She attended her first sommelier course in Vienna and when she returned home to Sweden after six years abroad (spent primarily in Austria and Switzerland), she was hired at Heaven 23, which had just opened in Gothia Towers’ second tower. Her interest in Austrian wines rubbed off on her colleagues, who still love visiting wineries and developing the wine list Helena helped to create. ➤

FACTS

Name: Helena Wolff.

Age: 46 years old.

Job: Beverage Supervisor for the Food & Beverage sourcing department at the Swedish Exhibition & Congress Centre and Gothia Towers.

Background: Multiple sommelier trainings, six years abroad in the restaurant industry, 17 years at the Swedish Exhibition & Congress Centre and Gothia Towers.

Favourite wine: Weingut Rudi Pichler, Grüner Veltliner Federspiel, Wachau, Austria.



Helena Wolff is the beverage supervisor in the Food & Beverage sourcing department, which means she is responsible for the purchasing, warehouse flows and coordination of beverages at the Swedish Exhibition & Congress Centre and Gothia Towers. She reckons she has the best job in the world.



Helena Wolff loves the wines of Austria – perhaps because Vienna is where she had her first sommelier training.

Helena answers your wine questions

What should you keep in mind when selecting a wine?

- ☉ Dare to ask the sommelier or server when you are at a restaurant. We understand that not everyone knows everything about wine! At home, we often choose a wine we are familiar with, but it may not work with every dish.
- ☉ Talk to the staff at Systembolaget about what you will be eating and ask them to suggest a suitable wine pairing. Don't buy wine boxes.

What pairs with what?

- ☉ Start from the colours – lighter wines pair with lighter meats or fish (for example, a Beaujolais with pork) and darker, stronger wines pair with darker meat or fish.
- ☉ You can also think regionally – for example, goat cheese and wine from Sancerre.
- ☉ Serve wines in the proper order, starting with the lightest wine first.

Do you have any tips for surprising combinations?

- ☉ A dry German Riesling is actually really delicious with a black pepper fried sirloin steak with pepper sauce. The acidity really cuts through the sauce!
- ☉ Rosé champagne with a Brillat-Savarin (cheese).
- ☉ Danish cherry wine from Frederiksdal with chocolate cake.

What trends are you currently seeing?

- ☉ Less sugar in champagne and other sparkling wines. Champagne has competition from England (sparkling wine) and Italy (prosecco).
- ☉ More non-alcoholic beverage packages.
- ☉ Amphora wines (which are stored in clay pots) from Croatia and Greece, for example.

HELENA RECOMMENDS

Upper House Dining

- ☉ Terras Gauda O'Rosal, Rias Baixas, Spain 2016 (Albariño 70%, Loureiro 18%, Caiño Blanco 12%)

- ☉ Pinot Noir, Weingut Friedrich Becker, Pfalz, Germany

Heaven 23

- ☉ Gamlitz Sauvignon Blanc, Weingut Sattlerhof, Südsteiermark, Austria
- ☉ Sankt Laurent, Weingut Rosi Schuster, Burgenland, Austria

West Coast

- ☉ Auxerrois, Kuentz-Bas, Alsace, France

Ristoria

- ☉ Tai Rosso, Giannitessari, Colli Berici, Italy

"It enhances the experience for guests when we can talk about what the Wachau Valley looks like, for example. When we can speak warmly about the wine from the winery we visited a few weeks ago. It conveys something authentic to guests."

Her gaze becomes intense and she gestures as she describes the steep slopes, the vineyards along the Danube, the difference in climate just a few kilometres further into the valley. It isn't hard to understand that when guests order a wine, they get more than just flavour and aroma, but receive the entire story of why warm winds from the flatlands make such a great combination with the nutrient-poor stony soil.

HEAVEN 23 AND Upper House Dining have their own sommeliers, but many servers at all the restaurants have solid wine expertise. What they all share is an interest that is more than just a job.

"Everyone who works with wine loves talking about wine. We discuss regions, look at maps, talk about grapes and styles," says Helena Wolff.

That passion is exactly what it takes to be a great sommelier. Because if you are passionate about some-

thing, you can also give it the time it needs. Time to travel, to read and attend wine tastings.

Wine has taken Helena and her family on trips to Germany, France, Italy, Spain, Australia and more. This spring, she is going to Madrid, Spain, to be one of 100 wine tasters judging wines and appointing winners in a major Spanish wine competition.

"Books and maps are no replacement for reality. Learning on site is incomparable. I am fortunate to have a husband who's interested in wine too; family holidays are always spent in one of the world's wine regions."

She has collected a lot of 'hallelujah moments' on her wine trips, but remembers one dinner in Argentina in particular, where one of the dishes consisted of three types of quinoa paired with a wine made in Criolla, where the grapevines were at least 150 years old and the size of trees.

She has also experienced tears of joy in the midst of serving. "When I've opened a German Riesling from Weingut Keller, inhaled the aroma and tasted it, I've gotten both shaky and teary-eyed while approaching the table to pour it for the guest. It's absolutely amazing!" ☉

APRIL 3-7 2019, SWEDISH EXHIBITION & CONGRESS CENTRE, GOTHENBURG

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Boating in flux

Boating and Swedes' habits at sea have changed significantly in recent decades. And the Gothenburg Boat Show – which will be held for the 60th time in February – has kept up.

“The Gothenburg Boat Show is excellent at continually renewing itself and following industry development,” says Lars-Åke Redéen from Båtliv magazine.

TEXT **MARCUS OLSSON**

SWEDISH LEISURE INTERESTS have changed significantly since the first Gothenburg Boat Show was held in 1960. It is noticeable, both at the fair and out on Sweden's waters.

“In just the last 10 or 20 years, boating has changed quite radically due to our modified lifestyles, both with regard to type of boat and how we are on the water,” says Mats Eriksson, CEO of Sweboat, the boating industry's national association.

Mats Eriksson mentions studies that clearly show the state of boating today compared with the past.

“In the 1970s, the average Swedish family had 1.14 leisure interests. You could say they were either sailing, camping, football or hockey families. Today we have 3.74 leisure interests per family. It's the major lifestyle pattern that has changed. In other words, we have many more interests and possibilities from which to choose.

This modified behaviour results in more people taking shorter boat trips, rather than longer holidays. For the boating industry, this has meant clear changes in which boats are out on lakes and oceans.

“80 percent of boats sold today are for day trips. In the past, it was sailboats all the way. Naturally there are still plenty of sailboats sold, but far fewer – and meanwhile, they are getting bigger. These are the clearest tendencies we're seeing.”

Despite competition from other leisure interests, there are still many boat owners in Sweden. Every third household has a leisure boat, according to a



Lars-Åke Redéen, editor-in-chief of Båtliv.



Mats Eriksson, CEO of Sweboat.

study of Swedish boating conducted by the Swedish Transport Agency in 2015. Every year, about 20,000 leisure boats are sold in Sweden.

“We Swedes will continue to have a wide range of leisure interests moving forward. We won't have just one or a couple of hobbies. Disposable income tends to increase each year and health is getting better and better. We are probably entering a lifestyle that will be prevalent for a longer time and boats will have a natural place within it,” says Mats Eriksson.

IN THE SHORT TERM, other things may impact one season to the next. Like weather. “When we have a cold spring, boat sales go down, and sales are sluggish early in the year. This is probably largely due to the fact that the urge to buy is gone for the moment. But when it's a family or a couple that wants a new boat, they are probably putting off the decision to buy. In



60 YEARS OF THE GOTHENBURG BOAT SHOW

1960



1960

The Gothenburg Boat Show takes place for the first time with the Swedish Exhibition & Congress Centre at the helm, and attracts approximately 50,000 visitors. One of them is world heavyweight champion Ingemar Johansson.

1970

1967

Boats are displayed in price classes ranging from SEK 975 up to SEK 121,000, which illustrates the breadth of the exhibition.



1973

The Gothenburg Boat Show grows and breaks all previous records. 450 boats and 600 engines are displayed to a growing audience.

1980

1974

Carl XVI Gustaf opens the fair. The king then returned to open the fair again in 1980.

1978

The Gothenburg Boat Show is opened by Minister for the Economy Gösta Boman and the focus is on maritime safety. This year's theme is “New coastguard service, improved safety?”

1989

The wonderful influx of visitors continues and an impressive 104,000 people attend the Gothenburg Boat Show.



“80 percent of boats sold today are for day trips. In the past, it was sailboats all the way”

MATS ERIKSSON, CEO OF SWEBOAT

PHOTO: ADSTREAM, NIMBUS WTC SERIES

PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE



The Gothenburg Boat Show is the first Nordic boat fair every year and marks the launch of the season.

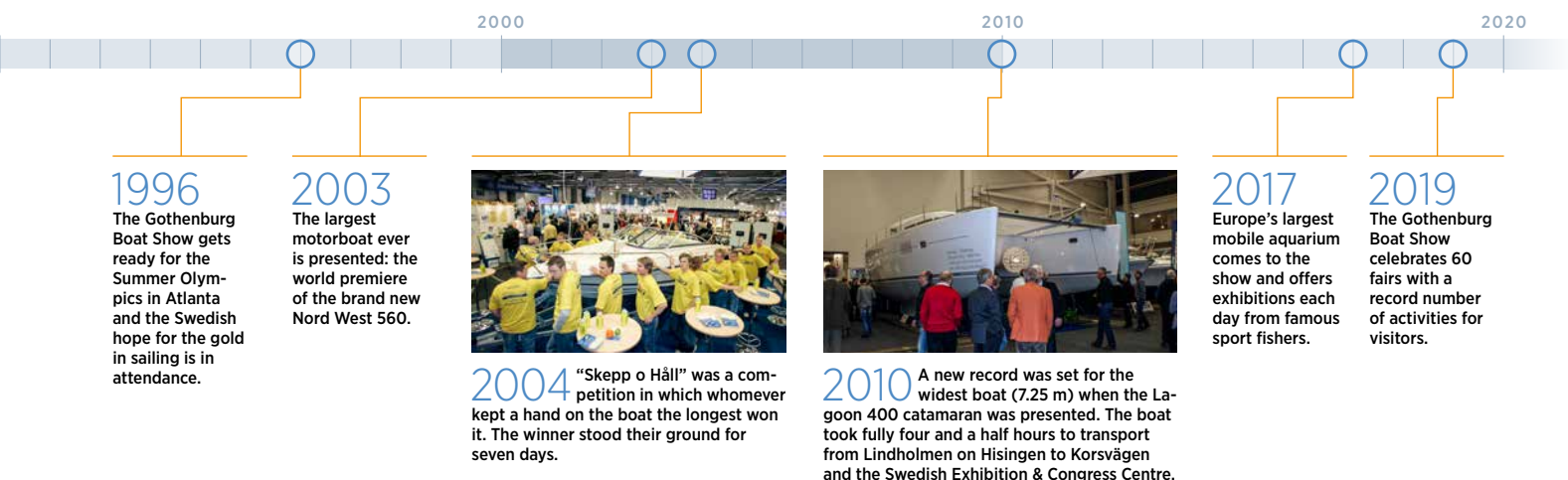
the short term, this industry is dependent on the weather; in the long term, financial signs tend to influence how many boats are sold.”

The Gothenburg Boat Show plays and always has played an important role in the industry, according to Mats Eriksson.

“It’s the launch of the season. As an industry, it’s an enormous storefront facing the world, a unique opportunity to show what we have to offer. The west coast has many boat manufacturers and salespeople, so a lot of experts are always guaranteed to be on site. It’s a playground for boat experts.”

Lars-Åke Redéen is editor-in-chief of Båtliv magazine. He agrees on the importance of the Gothenburg Boat Show and points out that the fair is visited by more than just the most inveterate boaters.

“After all, it’s the first Nordic boat show every year and that makes it an important meeting place. It’s fun to see that it’s not just old guys like myself, but whole families in attendance. More women are attending overall, which is also gratifying. Despite the large size of the Swedish Exhibition & Congress Centre, it feels intimate because it’s so close to everything, with downtown Gothenburg right around the corner.”



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UPPER HOUSE DINING

A warm welcome to Upper House Dining. With unbeatable views over the beautiful city of Gothenburg our restaurant offers a unique experience for all your senses. Choose from carefully-crafted light bites, extensive tasting menus or perhaps the simplicity of a glass of fine champagne. We will take you on a gastronomic journey where you can enjoy the best of locally-produced seasonal ingredients in a friendly and relaxed atmosphere.



UPPER
HOUSE

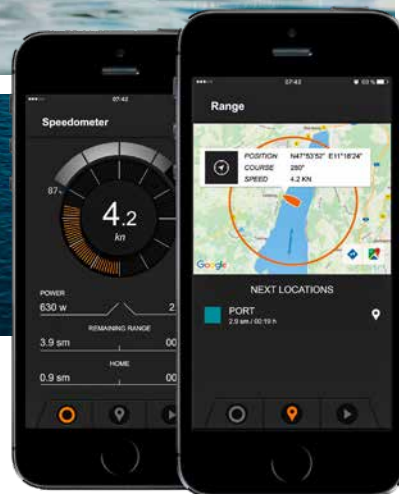
GOTHIA TOWERS

UPPERHOUSE.SE

PHOTO: TORQUEEDO, CROSSOVER YACHTS



Electric power, crossover boats and the opportunity to control a boat's functions with a mobile phone or tablet are just some of the trends in the boating industry.



5 trends in the boating industry

- 1 MORE ENGINES - LESS SAILING**
80 percent of leisure boats sold in Sweden today are small boats with engines. While the number of sailboats has declined, the size of those sold has increased.
- 2 COMFORT AND ELECTRONICS**
IT development has even left its mark on how today's boats are manufactured and what they offer. It's only getting easier to be connected while out on the water. Just as natural is how easy it is to charge mobile phones and tablets and integrate them in various ways with the rest of the boat's systems.
- 3 ELECTRIC POWER**
Battery capacity is constantly increasing. Many engine manufacturers are working to develop tomorrow's boat engines, and electric power may become a more important component than it is now.
- 4 INCREASED INTEGRATION**
Initiatives and projects are underway all over Sweden to get more people to give boating a try. Some of them are oriented towards integration to get more people to become involved, primarily in sailing.
- 5 CROSSOVER BOATS**
More and more leisure boats are built in order to easily combine fishing, family life and water sports.

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Food made for sharing

UPPER HOUSE DINING has undergone some changes and is now a restaurant with two concepts.

Naturally, Michelin-starred fine dining and the exclusive tasting menu are still here, an experience that is now even more intimate, with fewer tables.

Just as its name implies, the new Casual Dining concept is a bit more relaxed. Here, the food is made for sharing. It is simple and playful with a focus on socialising. The menu is creative and lively, and consists of small dishes that are changed a few times per year. The ingredients are locally grown by local producers.

“The idea is that it should be easy to share the food and have the chance to try even more exciting flavours,” says Hilda Smidt, restaurant manager at Upper House Dining.

For diners who want to be spontaneous and pop by just for a drink, there is also a new bar. Champagne and wine can be paired here with oysters and selected cheeses.

“We want to make the restaurant even more welcoming and accessible. In summer, guests can even sit on our terrace. It’s probably Gothenburg’s best kept secret.”

MALIN DITTMER

BREAD & BUTTER

Freshly baked sourdough bread made with country wheat flour from local producers in Västra Götaland, served with home-churned butter cultured with kefir.

■ TARTARE

Beef from Ölanda Säteri with horseradish, bone marrow and dill.

■ WINE

Domaine Jean Dauvissat, Chablis 2016 from France.

■ SCALLOP

Diver-caught scallop from Hitra with browned cream and dill.

■ SAIKHE & KALE

North Sea saithe with lightly smoked brandade, kale and trout roe.

Note that the food pictured is just an example of what may be served at Upper House Dining, where the menu changes several times per year.

KLAS PETTERSSON, BUSINESS
MANAGER FOR EUROHORSE:

“Riders can take
the lift down
to the stables”

“THE UTTERLY UNIQUE thing about EuroHorse is our close collaboration with the Gothenburg Horse Show. Most people probably don't know what an incredible sporting event it is or how big the competition is. The Gothenburg Horse Show is absolutely a world-class competition; it corresponds with a golf open or a grand slam tournament in tennis. The 2019 competition is a world cup final in jumping and dressage. You can buy a separate ticket to EuroHorse, but everyone who attends the Gothenburg Horse Show gets into the exhibition for free, which means we're looking forward to somewhere between 85,000 and 90,000 visitors. During the Gothenburg Horse Show, almost all of the riders stay at Gothia Towers, where they can take the lift directly down to our makeshift stables. For five days, we empty the garage of cars and fill it with 250 stables and 104 cubic meters of sawdust instead. It's an excellent example of how the Swedish Exhibition & Congress Centre can offer everything under one roof.”

MAGNUS CARLSSON

THREE TRENDS IN THE EQUESTRIAN INDUSTRY FEATURED AT EUROHORSE

- 1 **Clothing:** “Ready-made garments and clothes are occupying more and more space. It is absolutely fascinating how important clothing is in riding. There is substantial focus on colours and design and it's becoming increasingly important for the rider's clothes and horse's outfit to match.”
- 2 **Technology:** “Innovations are arriving in the equestrian world quickly and a rise in technology is a clear trend. At EuroHorse, for example, there are various simulators where you can check to see whether you're sitting in the saddle properly, have the right pressure on the reins and how the horse is holding its head and neck.”
- 3 **Vehicles:** “Before, we just had regular white horse trailers. Those still exist, of course, but now you can also have a big bus for your horse, with room for a hot tub in the back. Trailers and buses are evolving quite a lot and we have the entire range at EuroHorse.”

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BOKMÄSSAN

GÖTEBORG BOOK FAIR

Kids' adventures in Gothenburg

Laugh until you're hoarse on one of Liseberg's speed-filled attractions; stroll among animals and nature in Slottsskogen park and finish with playtime at Plikta. Or why not enjoy the calm of the water? Gothenburg has adventures for kids around every corner.

PHOTO: STEAMPIPE PRODUCTION STUDIO



○ PADDLE CANOES IN THE LAKES

Discover Gothenburg's nature by canoeing on one of the city's beautiful lakes. The Vättlefjäll nature reserve in Angered and Delsjö area in east Gothenburg are the perfect places to hire canoes and get onto the water for a day of fresh air.

PHOTO: FRIDA WINTER



○ LISEBERG

With attractions for kids of all ages, adventures await at the Nordic region's biggest amusement park. Kaninlandet (Rabbit Land) combines quick carousels with playgrounds and bunnies. For slightly older kids, there are roller coasters for all tastes, including the new Valkyria.

PHOTO: NATURAL HISTORY MUSEUM



○ NATURAL HISTORY MUSEUM

With taxidermied animals from every corner of the world, the Gothenburg Natural History Museum is a fascinating destination. Visitors will find an abundance of displays on animals and nature, including dinosaur bones and the world's largest mounted blue whale.

PHOTO: FRIDA WINTER



○ UNIVERSEUM

At the Universeum experience centre, you can watch sharks being fed in Europe's largest aquarium, listen to the calls of monkeys in the forest and take a trip into space – all in one day. You will also find a unique collection of poisonous snakes and lizards, unlike any other in the world. And don't miss a visit to the lab to try out life as an inventor and a chemist.

PHOTO: STEAMPIPE PRODUCTION STUDIO



○ SWIMMING BEACHES

Gothenburg has 24 municipal outdoor swimming beaches and most are easy to reach by tram, bus or ferry. Warm up on the rocks at Aspholmen, visit sandy Askimsbadet beach or let a beautiful archipelago island be your destination for the day.

PHOTO: BEATRICE TÖRNROS



○ SLOTTSSKOGEN

With a zoo, woods and big grassy fields, Slottsskogen is the perfect destination for families with children. The park has one of the city's biggest playgrounds, Plikta. In summer, you can pet goats and watch the chickens in the children's zoo, or simply enjoy a picnic in the sun.

PHOTO: BEATRICE TÖRNROS



○ CHILDREN'S CULTURE FESTIVAL

During the Gothenburg Culture Festival, 6-11 August, the Garden Society of Gothenburg welcomes kids of all ages to the Nordic region's largest children's culture festival. Here, kids have the chance to be creative and try activities like dancing, singing and painting.

THE MOMENT

3:28 p.m GET COSY ON SOFT a dark cave or take a break in a hanging basket. And don't forget to look up at the ceiling, where the stars are shining. The exhibition Together at the Museum of World Culture invites everyone to explore a landscape where children's issues are in focus. Through the various components of the exhibition, kids and adults can go through different feelings that arise in daily life; living together can be both wonderful and difficult. Getting along, understanding one another, separating, fighting and making up are a few themes around which these questions revolve. They are all reflected in over 1,000 objects from the museum's collections. 🕒