



PRESS RELEASE
Småland & Öland – Sweden
A region brimming with culture

20 years on UNESCO's World Heritage List: Discover the World Heritage agricultural landscape of southern Öland, a unique place in the world

Southern Öland offers a distinctive and exquisitely beautiful landscape. Imagine the sun rising majestically over the coastal meadows along the Baltic Sea on a fine summer's morning, a beautiful starry night painting its glittering tapestry over the Great Alvar, or a dazzling sunset over Mörbylånga valley and the Kalmar Strait. Welcome to the fantastic agricultural landscape of southern Öland, unique, beautiful and precious in every way!

The agricultural landscape of Southern Öland is fundamentally different to anywhere else on earth. Primarily because the limestone bedrock, the mild climate and the geographical location have created unique conditions for life on the island. But also due to continuous human settlement from prehistoric times to the present. Southern Öland is so precious in fact that it was added to UNESCO's World Heritage List in 2000. There are more than 1000 world heritage sites dotted around the world with 15 in Sweden, one of which is on Öland. A World Heritage site is a unique place that bears witness to world history and human creative genius. The Southern Öland World Heritage site encompasses the villages, the fields, the Great Alvar and the coastal meadows.

Mörbylångaleden, a hiking trail selected as one of 12 Swedish signature trails in 2019, also runs through this barren and beautiful landscape. On Öland's southernmost point, you can watch the birds and seals from Sweden's tallest lighthouse, Långe Jan, and in the middle of the Great Alvar you will find Eketorp Fortress, sometimes referred to as a castle.

Discover the World Heritage Site of Southern Öland, a unique place on earth boasting 20 years on UNESCO's World Heritage List.

500 years since Gustav Vasa stepped ashore in Kalmar: Relive the moment he captured historical Kalmar Castle in an exhibition

Step inside Kalmar Castle and feel the history, a history that stretches back over 800 years in time to the 12th century. In 1520 Gustav Vasa stepped ashore at Stensö Udde, just south of Kalmar Castle. Three years later he was crowned king and now, 500 hundred years on, he is about to retake it again with an exhibition.

Da Vinci – Inventions, one of the most extensive exhibitions on Leonardo da Vinci, was on show in Kalmar Castle throughout 2018. A year later the visitors were invited to tour Van Gogh Alive – The Experience, an extraordinary multi-sensory experience. 2020 marks the 500th anniversary of Gustav Vasa stepping ashore in Kalmar. He is about to capture Kalmar Castle all over again. In April, Kalmar Castle is opening its doors on an exhibition entitled Gustav Vasa through his beard – a history of power.

At Kalmar Castle you not only get to view exciting exhibitions, but also marvel at beautiful architecture, learn about the castle's captivating history and take part in exciting children's activities. In summer the castle is transformed into a children's own castle full of knights, princesses and jesters.

Welcome to Kalmar Castle – a genuine castle!



Pippi Longstocking is 75 this year: Celebrate in Astrid Lindgren's childhood home, Näs

This year marks the 75th anniversary of the first Pippi Longstocking book to be published. Vimmerby is celebrating the occasion in several ways. When Astrid Lindgren's World opens for the season on 15 May, it will have a whole new version of Villa Villekulla ready to take part in the celebrations. The new villa will be larger with more room for play and bigger audiences.

Celebrations will also take place in Astrid Lindgren's childhood home, Näs in Vimmerby, where she grew up with her brothers and sisters. Many of the details and much of the inspiration for her books were fetched from there. Today you can visit Astrid Lindgren's Näs that houses several different exhibitions.

Pippi Longstocking, the strongest girl in the world, came completely alone to a whole new city. Today, millions of girls are forced to leave their homes and move not only to new cities, but also to new countries.

During 2020, Pippi's 75th birthday will be marked by an exhibition about girls on the move, which is part of an international campaign in close collaboration with Save the Children and Astrid Lindgren Company.

Be sure to pay us a visit in the Culture Lounge at ITB 2020 where Cultural Regions Småland & Öland – Sweden reach out with the following destinations: The Southern Öland World Heritage site, Kalmar Castle, Astrid Lindgren's Näs, Borgholm Castle, Solliden Castle and The Glass Factory.

Cultural Region: Småland & Öland – Sweden

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