

# ANNIVERSARY PLAN

# 2019

In 2021 Gothenburg turns 400 years.  
We are celebrating this by working together  
to make our city an even better place.  
All the way up to the anniversary year.  
And well beyond.

Page 16

## 2019: KNOWLEDGE AND ENLIGHTENMENT

The focus is on education, research  
and skills provision

Page 18

## ANNIVERSARY INITIATIVES

Contributing to an even better city

The  
anniversary  
year 2021

Read more on  
page 14

4  
2021  
0 GÖTEBORG  
1621-2021



We are on the road to Gothenburg's 400-year anniversary. A great deal has already been done and more work is under way. You can read about this work on the following pages and find out how we are developing the city together to mark 2021, and to leave a legacy for the future. The 2019 anniversary plan is the seventh in succession and a milestone in our joint efforts to make Gothenburg an even better city. Keep updated at [goteborg2021.com](http://goteborg2021.com) and on social media.

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## Contents

- 03 INTRODUCTION**  
A launching point for the next hundred years and an even better Gothenburg.
- 04 A CITY IN DEVELOPMENT**  
A world-class growth region.
- 08 BACKGROUND AND METHODS**  
This is how we are working together.
- 12 THE JOURNEY TO 2021**  
The journey to 2021 is just as important as the anniversary year itself.
- 14 THE ANNIVERSARY YEAR**  
Gothenburg's 400-year anniversary – a celebration without end.
- 16 FOCUS THEME FOR 2019**  
Knowledge and Enlightenment.
- 18 ANNIVERSARY INITIATIVES**  
The anniversary initiatives contribute to the city's development.
- 36 ART IN NEW PLACES**  
Linking the city together.
- 39 ORGANISATION AND COLLABORATION**  
New forms of collaboration, networks and contacts are developed daily.

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# In Gothenburg we celebrate the future

The countdown has started; it is only two years until the anniversary of Gothenburg in 2021, which we will naturally celebrate, and see as a launching point for the next hundred years.

What is so special about Gothenburg's 400-year celebrations is that the journey to 2021 is just as important as the year itself. This is a journey of development, with a vision that is shaped by the people of Gothenburg, who dream of an open and innovative city that has confidence in the future.

Thanks to initiatives taken by the City of Gothenburg's politicians at an early stage, our collective efforts and model for city-wide collaboration have started to deliver results and solutions that will benefit many of the people of Gothenburg.

Valuable contributions have been made by large numbers of motivated residents, together with the City of Gothenburg, academia, businesses, organisations and associations. As we approach the anniversary year it becomes even clearer that this is an important and positive vision to be involved in.

Ultimately, it is about bringing people together and building trust in each other and in society as a whole. As one of our insightful colleagues in the young reference group once said: "Big things happen when people meet."

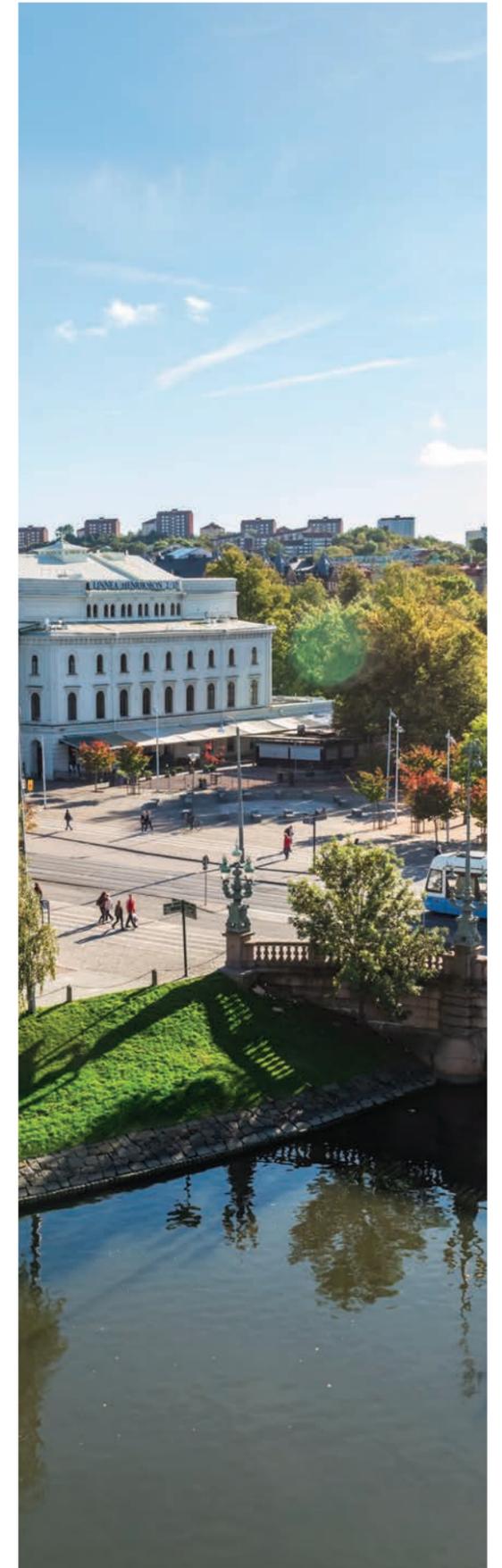
This anniversary plan describes the efforts of; developing projects that leave a lasting legacy, involving, engaging, making ideas a reality and encouraging more people to work for the good of Gothenburg. This is how we manage the multi-year investments that have been made and which now give us good reasons to celebrate the future.

It is an honour and a considerable responsibility to lead the planning and implementation of the anniversary initiatives. The purpose of the celebrations is not just to mark Gothenburg's 400th anniversary. It is also to set our sights on the next 100 years and the kind of city that we want to hand over to the next generation.



*Anders Söderberg*

Anders Söderberg,  
acting CEO, Göteborg & Co



# A CITY IN DEVELOPMENT



## WHY GOTHENBURG IS A WORLD-CLASS GROWTH REGION

**The Gothenburg region, which now has a population of over one million, is achieving world-class growth.**

- **90,000 new jobs have been created here since the financial crisis ten years ago.**
- **The region has the best innovation environments in Sweden, and they continue to grow in size and importance.**
- **Around SEK 1,000 billion will be invested here over a period of just over ten years, in new infrastructure and housing.**

*“We are in the middle of a historic leap in development.”*

Patrik Andersson, CEO, Business Region Gothenburg

“We are in the middle of a historic leap in development,” says Patrik Andersson, CEO of the municipally-owned Business Region Gothenburg, which promotes trade and industry in the Gothenburg region. The region has a very high international ranking in terms of competitiveness and future potential – and the investments that are now being made strengthen that position.

This year’s first economic report for the Gothenburg region shows that the decline in the global economy has not been felt here yet.

“Exports are still climbing rapidly. Employment continues to grow and is rising much faster than in Sweden as a whole,” says Henrik Einarsson, Director of Business Establishment and Investment for Business Region Gothenburg.

### 90,000 NEW JOBS IN TEN YEARS

Since the financial crisis, almost ten years ago, employment in the Gothenburg area has risen steadily, quarter on quarter, and 90,000 new jobs have been created. Meanwhile, unemployment has continued to fall, among immigrants as well, and for the last three years has been lower than in all other Swedish metropolitan regions.

The Gothenburg region is home to pharmaceutical and manufacturing companies that invest heavily in research – leading names such as Volvo Group, Volvo Cars, Ericsson and AstraZeneca. Companies in the Gothenburg region invest SEK 35 billion annually, which corresponds to about one third of Sweden’s total investments in research and development.

“Gothenburg is one of the most research-intensive regions in Europe,” says Henrik Einarsson. “The business

*“Gothenburg is one of the most research-intensive regions in Europe.”*

Henrik Einarsson, Director of Business Establishment and Investment for Business Region Göteborg.

How is Gothenburg developing? Which direction should trade and industry take? How does the region stand up to global competition and what investments must we make to keep up? This is a description of our current situation – and where the city is heading.



sector, academia and civil society collaborate very effectively here, which makes them strong.”

#### “WE SHOULD BE PROUD”

Gothenburg is now the leading innovation cluster in Sweden. Lindholmen Science Park, a growing high-tech zone that was created almost 20 years ago in former shipyards, has a dynamic, vibrant atmosphere.

Industry, research institutes and public organisations work together here to solve major sustainability and societal challenges, such as the development of self-driving, connected and shared vehicles.

“We should be proud of what has been developed and is continuing to grow at Lindholmen,” says Henrik Einarsson. “In the 1990s the focus of Swedish innovation was the cluster in Kista, in Stockholm, which is still a fantastic environment. But now it is Lindholmen that has taken the lead.”

This has knock-on effects, and new, closely related innovation environments are growing at the same time in the Gothenburg region: Sahlgrenska Science Park and the GoCo project next to the AstraZeneca plant in Mölndal. Both aim to make us more competitive in the life science sector – demonstrating how companies, health care and research can collaborate on developing sustainable health.

#### GOTHENBURG DRIVES DEVELOPMENT

Together, these three innovation environments share two focus areas that are closely linked and will affect and change everyday life for almost everyone.

“They concern how to move people, goods and objects in a sustainable way, and how health care can be improved through digitalisation,” says Henrik Einarsson. “These two areas have a lot in common – and both are being developed here in Gothenburg!”

This work will be backed by AI, data analysis, mobility and 5G – technologies that are already established at Lindholmen Science Park, the latest in the form of a national centre for artificial intelligence, AI Innovation of Sweden.



#### VOLVO IS INVESTING IN CAMPUS LUNDBY

The big companies in the Gothenburg area are doing well. Volvo Cars sold 642,000 cars last year, an all-time high. The company’s Chinese owner, Geely, is building a large development centre at Lindholmen. They chose Gothenburg

*“This area has the best research and development engineers anywhere in Europe.”*

## Gothenburg – the world’s most sustainable destination

■ **SKF, THE BEARING MANUFACTURER** that was founded in Gothenburg in 1907 and now has production in more than 100 locations around the world, is building a **new headquarters** in Gothenburg that is scheduled for completion in 2020.

■ **ASTRAZENECA**, the multinational pharmaceutical company, agreed on investment plans for its plant in Mölndal **that will make it one of three strategic research and development centres** around the world. The other two are in the US and UK.

■ **VOLVO CARS AND THE VOLVO GROUP** took second place and fourth place respectively in the *Company Barometer* when Swedish engineering students were asked **to name the most attractive employers in Sweden**. First and third on the list are Google and Spotify.

■ **AS A CITY FOR VISITORS, GOTHENBURG**, with its conference facilities, events and tourism, is the only major European city to have had **uninterrupted growth since 1991**, measured as guest nights at hotels. Gothenburg was also voted the most sustainable destination in the world for the third year in a row.

■ **JOHANNEBERG SCIENCE PARK**, a leading Swedish arena for urban development, located at Chalmers Campus Johanneberg in Gothenburg, celebrates its tenth anniversary in 2019. Johanneberg Science Park promotes



Lindholmen Science Park, AI Innovation of Sweden – a national centre for artificial intelligence

and Sweden over Germany and England on the grounds that “this area has the best research and development engineers anywhere in Europe”.

The Volvo Group also achieved record results in 2018 and is developing Campus Lundby, the area around its new headquarters. Part of that initiative is Camp X, an innovation lab that was opened at the end of March 2019 and welcomes partners from other companies, universities and civil society.

“The success of big companies benefits everyone – and things are going well for virtually all the 700-plus businesses covered by the statistics,” states Henrik Einarsson. “It’s often said that a new high-tech job creates up to three new jobs in the local service sector.”

#### INVESTMENT CONTINUES

The Gothenburg region is now strengthening its position by investing heavily in infrastructure and housing to a total value of SEK 1,000 billion. The plan means that over 100,000 new homes will be built by the early 2030s and

roughly the same number of new jobs will be created. The Marieholm tunnel, which will supplement the Tingstad tunnel under the river Göta älv, will be completed in 2020. In the following year a new bridge will be opened to replace the existing 80-year-old Götaälvbron bridge. The construction of a new and much-debated train tunnel beneath central Gothenburg has begun, along with the design and construction of three new stations.

These infrastructure developments are needed so that Gothenburg can become even more competitive, according to Patrik Andersson, who adds:

“The planned high-speed rail link to Borås will improve access to Landvetter Airport. The Port of Gothenburg is Sweden’s main logistics hub, but is reliant on improvements in infrastructure to consolidate its position as the primary port in the Nordic region. High-speed trains will make Gothenburg more accessible from the north and south – we will be part of an efficient transport network from Oslo via Malmö and Copenhagen to Hamburg.”

collaboration between academia, the business community and social stakeholders, and its CEO, Mats Bergh, has called the park “a **training camp** where we practise improving our knowledge, doing smarter deals and **creating a better society**”.

■ **RIVERCITY GOTHENBURG**, the central area of Gothenburg on both sides of the river, which will be developed by the year 2035, is **the largest urban development site in Scandinavia**.

■ **LINDHOLMEN**, the knowledge cluster by

the river Göta älv, provides accommodation, work and education for 25,000 people, as employees of international companies and national authorities, students, researchers and a growing number of residents. Currently under construction here is **the tallest building in Scandinavia**, Karlartornet.

■ **THE GOTHENBURG REGION** is currently home to 40,000 people with professional research and development expertise in science and technology, an increase of 200 percent since the 1990s and **the fastest growth rate in Sweden**.

■ **DAGENS NYHETER**, Sweden’s biggest morning newspaper, has decided to **invest more in Gothenburg** and employ five new reporters.

■ **GOTHENBURG** is **the second-smartest city in the world**, according to a survey conducted by the American *Future Today Institute*. The ranking was based on 16 criteria, including long-term urban planning, 4G access, WiFi access in the city, cyber security, sustainable development and public transport. First on the list is Copenhagen, while Oslo came third.

# GOTHENBURG 400 YEARS

## – THIS IS HOW WE WORK TOGETHER

On 4 June 1621 Gothenburg was awarded city rights. We are celebrating this by working together to make our city an even better place. But what does this actually entail?

### THE MISSION

Göteborg & Co has been instructed by the City Executive Board to develop plans for the anniversary on a yearly basis. Back in 2009 the City of Gothenburg decided to use the 400-year anniversary as a milestone and catalyst for the city's development.

*“The anniversary marks an opportunity for residents to shape the city’s development through their ideas.”*

### ENGAGING THE ENTIRE CITY

Thousands of ideas and suggestions from Gothenburg residents and perspective groups were compiled in an anniversary plan that was adopted by the Municipal Council, and in a book of ideas that provides feedback for residents. The anniversary marks an opportunity for residents to shape the city's development through their ideas. Right from the start this has been a public process aimed at putting ideas

into practice and generating lasting values for Gothenburg. All these ideas, dreams and suggestions provide the basis for the themes and goals that will lead towards the anniversary vision, right up to 2021 and well beyond.

### SUSTAINABILITY IN ACTION

The anniversary efforts build on all three aspects of sustainability: social, ecological and economic. Ultimately, the aim is to build a city where dreams are taken seriously, where everyone who lives and works feels a sense of participation and belonging, and which attracts more people. This is how we want to celebrate our city together and make a global impression. The sustainability efforts are in line with the City of Gothenburg's agreed policies and guidelines for managing and implementing the anniversary initiatives in residents' best interests.

### MORE AND MORE PEOPLE ARE GETTING INVOLVED

The working model and the public process have ensured that the whole city is involved in the anniversary in some



The dialogue and meetings continue at the Anniversary Pavilion during Gothenburg Culture Festival in August.



The anniversary brings together the city, academia, business community, organisations and associations.



way. Together, we have created new forms of collaboration, and our collective efforts are bringing results. This model is encouraging a growing number of people to get involved in the initiatives. The first wave of anniversary initiatives has made its mark on the city and attracted international attention. There are many advantages in joining forces and doing things together rather than individually. Above all, it charts our course towards a more innovative, open and even better city.

### AN EQUAL CITY IS AN EVEN BETTER CITY

The Equality in Gothenburg programme stakes out the direction in which Gothenburg aims to work in collaboration with residents, the business community, regional and state stakeholders, civil organisations and academia, to improve social sustainability. This direction includes promoting equal living conditions and opportunities for Gothenburg's residents in order to ultimately create a city where everyone enjoys a high quality of life. No isolated effort can achieve this goal, but together we can create the right conditions for sustainable development. The anniversary process should be seen in this light.



### Book of Ideas and Work Plan

The work takes place through a public process inspired by ideas from Gothenburg's residents. The ambition is to enhance the city's existing attractions and create lasting values. The Book of Ideas and the Work Plan are available at [goteborg2021.com](http://goteborg2021.com)



### Anniversary Plan

The 2019 Anniversary Plan presents a summary of what has been achieved so far as a result of the city's collective efforts for the anniversary, and what is planned for the coming years. Read all the anniversary plans at [goteborg2021.com](http://goteborg2021.com)



### Guidelines – ensuring we stay on course

The signposts add an extra dimension. They guide us as we plan and implement the various anniversary initiatives. To be in keeping with the anniversary's vision and goals, all anniversary initiatives should feature:

1. Open dialogue to engage more people.
2. Whole city perspective.
3. Sustainability in action – socially, ecologically and economically.
4. Unique ideas to achieve international impact.
5. The road to 2021 is just as important as the anniversary year itself.

## ONE VISION

By 2021, Gothenburg will be internationally recognised as a brave role model for sustainable growth. We are an innovative, open and inclusive city, where all residents feel a sense of purpose and participation.

## THREE THEMES

**BY THE WATER, BUILDING BRIDGES, AND OPEN SPACES** are strategies for keeping the vision on track and encouraging participation all the way to 2021.



### BY THE WATER

Getting close to the water in all its forms: the sea, the archipelago, the harbour, the lakes, the canals, the river and the rain.



### BUILDING BRIDGES

Building bridges between people and reducing distances.



### OPEN SPACES

Developing an open and tolerant city by providing creative new meeting spaces.

## FIVE GOALS

**1**

### TO MAKE AN INTERNATIONAL MARK

by working to make Gothenburg a city where residents enjoy life and feel involved, proud and confident about the future.

**2**

### TO BE A BOLD MODEL FOR SUSTAINABLE GROWTH

by meeting and exceeding already agreed targets.

**3**

### TO DEVELOP GOTHEBURG

and the surrounding region through broad collaboration with the city's committees and companies, as well as local, regional, national and international stakeholders.

**4**

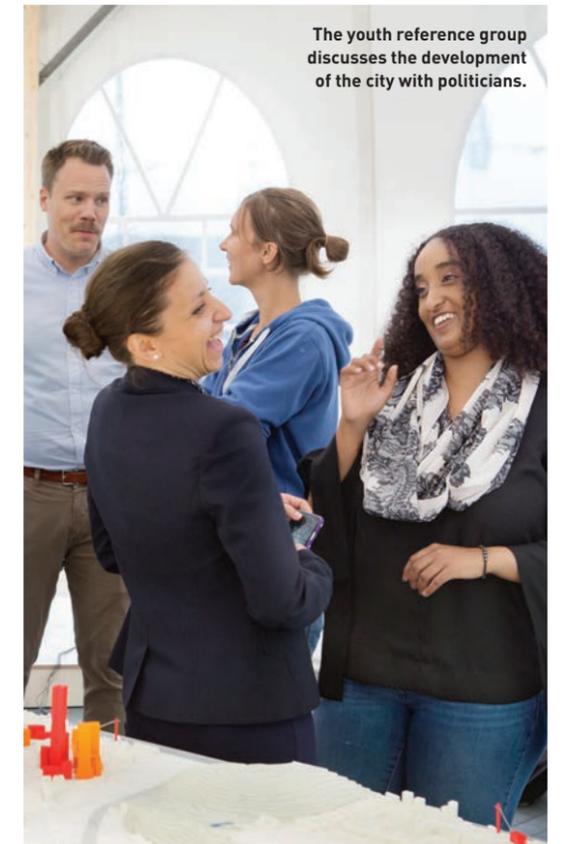
### TO INVOLVE THE WHOLE CITY

in the celebrations by inviting ongoing open consultation with everyone.

**5**

### TO STRENGTHEN THE IMAGE OF GOTHEBURG

through effective communication and marketing.



The youth reference group discusses the development of the city with politicians.

## POWER TO THE YOUTH 2021

A youth reference group was formed in 2014 for the created by and including Young People focus year. The group has developed since then and now calls itself Power to the Youth. Their aim is that young people should have more influence and they are involved in the development of Gothenburg's anniversary initiatives. The group works together to get young people's needs met in Gothenburg, right up to 2021 and beyond. The youth reference

*“Big things happen when people meet.”*

Sandra Daniel

group is comprised of 15 members aged 15 to 26, from various districts of Gothenburg. The group is evolving in stages, and now decides its own working methods and focus areas. The youth reference group is already in the process of developing a project plan for young democracy consultants, in order to continue its work after 2021. This initiative contributes to the City of Gothenburg's goal to increase youth influence and participation.



# The journey to 2021

The journey to 2021 is just as important as the anniversary year itself. Each year has a special focus theme, an idea to unite behind and talk about. This will keep the process alive every year, right up to 2021 – and far beyond.

The journey is guided by the ideas of residents and the desire to get closer to the water, to build bridges and open spaces, and to engage the entire city in the celebrations. On these pages you can see all the focus year themes, and on the following pages you can read about the whole process up to the anniversary year.

Read more at [goteborg2021.com](http://goteborg2021.com)

## OPEN CALL FOR IDEAS

- 2009: The task is set by the City Executive Board. A political reference group is formed. 2010: A working model is created. Seven perspective groups are formed. 2011: Idea gathering begins and thousands of ideas are submitted by residents and expert groups to provide the foundation for the anniversary.

## KICK-OFF

- From words into action. Feasibility studies are carried out, based on the anniversary suggestions in broad collaboration with the City of Gothenburg's companies, administrations and other stakeholders.
- Kick-off for the anniversary work by Stora Hamnkanalen.
- The first anniversary plaque is set up in Angered city park.
- The first research grants for Gothenburg – City of Knowledge are awarded.
- The first Gothenburg Anniversary Race takes place.

## CREATED BY AND INCLUDING YOUNG PEOPLE

- Implementation begins. The feasibility studies are concluded and 20 anniversary initiatives are recommended to the City Executive Board for further development. Project owners are appointed to drive and develop the anniversary initiatives and more young people are invited to take part in the development of the city.
- Space for Young Influence sets up pilot projects and organises a conference.
- An outdoor pool in the city opens in Centenary Park.
- The finish of the Volvo Ocean Race, with youth influence.
- Start of Gothenburg City Triennial on social development in the city of the future.

## GREEN AND GRAND CITY

- Seven Land Art installations are set up around the city. Land Art is an art form that is set in the landscape and uses nature as the source of its installations.
- Business Region Göteborg opens YesBox – Home of entrepreneurs.
- An exhibition on the birth of Gothenburg opens at the Museum of Gothenburg.
- Ground is broken on the Bostad2021 housing initiative prior to the start of building at Fyrklöversgatan.
- The fourth Side by Side international music camp for young people is held in collaboration with Gothenburg Symphony Orchestra and world-famous conductors.
- Centenary Park attracts over 60,000 visitors.
- The Equality in Gothenburg initiative – "The city where we read to our children" – distributes copies of the book "Farfars mammas soffan" (Great Grandma's Sofa).
- The digital platform Grow Gothenburg is developed as part of the focus year theme, bringing together landowners and residents who want to grow produce.
- Creative Zone at Ringön publishes Ringön's own magazine, Ö-Posten, and organises the Ö-festen street party for the second year, drawing nearly 13,000 visitors.
- Let's colour Gothenburg begins work on a 21-kilometre-long art trail from Röda Sten art centre to Blå Stället cultural centre.
- Around 700 square metres of flower meadows are sown in Hammarkullen, Frihamnen and Kungsparken.

## KNOWLEDGE AND ENLIGHTENMENT

- The focus is on education, research and skills provision.
- 30th anniversary of the UN Convention on the Rights of the Child.
- Space Week celebrates 50 years since the first moon landing.
- The Whole City's Gallery holds several exhibitions during the year, including Young Art and Living with Time.
- The International Science Festival in Gothenburg celebrates the Year of Knowledge.
- The City of Gothenburg's Language Centre celebrates International Mother Language Day.

## GOTHENBURG TURNS 400 YEARS!

The celebrations are a launching point for the future. The goal is to inspire pride, confidence and memories that leave a lasting impression. The year should offer something unique as a symbol of the city's anniversary efforts, collaboration and the vision to create a sustainable city that is open to the world. Read more on pages 14–15.



## VISION YEAR

- The work plan is summed up in the vision, objectives, themes and anniversary suggestions. The Municipal Council gives the go-ahead on 6 September 2012. Residents' ideas are compiled in a book.

## WATER AND THE ARCHIPELAGO

- The anniversary suggestions are assessed through feasibility studies. Implementation begins with a focus on water.
- Archipelago Days in June draw attention to the Gothenburg archipelago. Centenary plaques are installed at Sweden's longest bathing jetty in Askim and the new City Library.
- Development work begins at Centenary Park in Frihamnen.
- The opportunity to sail in Frihamnen harbour is offered to everyone.
- A heritage harbour is established between the piers at Eriksberg.
- An international meeting of experts is held on water in the sustainable city.
- Start of Let's colour Gothenburg initiative.
- The Youth & Music pilot study develops into the international music camp Side by Side.

## CULTURE

- The anniversary preparations reach the half-time mark and residents are invited to a new consultation process asking "How do you want to celebrate 2021?"
- The Artscape street art festival develops into a unique initiative featuring 20 works of art in all ten city districts.
- The anniversary camp, Side by Side, is held for the third time.
- An initial decision is taken to proceed with plans for a cable car.
- The Young Influence democracy initiative holds a forum entitled "Created by and including Young People".
- The first issue of the community magazine Ö-Posten, about the development of Ringön, is published.
- Centenary Park attracts 37,000 visitors.

## GO GLOBAL

- Gothenburg City Triennial is held for the second time with over 70 events around the city.
- In collaboration with the Parks and Landscapes Administration, Rain Gothenburg opens a rain playground in Renströmsparken.
- Västra Hisingen marks the focus year with a light festival in Biskopsgården.
- As part of the anniversary Blueways, Greenways and Oases initiative an outdoor dance floor is set up to mark the opening of the Kvillestråket greenway.
- Work begins on a water park and hotel as part of Liseberg's anniversary initiative.
- The Whole City's Gallery holds its first "My Journey" exhibition during Volvo Ocean Race.
- The Accessible Archipelago project boosts ferry traffic between Stenpiren and Hönö, and more than 33,000 people take the Kungsö ferry out to Gothenburg's northern archipelago.
- Strandparken waterside park is opened in Centenary Park.
- The Göteborg Opera performs the first of four parts of Richard Wagner's Ring Cycle.
- Angered Book Fair is held for the first time.

## SUSTAINABLE GROWTH

Gothenburg combines forces to reduce divides. The Marieholm tunnel is expected to be complete and the Port of Gothenburg celebrates its 400th anniversary. The start of the anniversary year is celebrated on New Year's Eve.

## TO BE CONTINUED

The anniversary work has helped to make Gothenburg an even better city; development continues and progress is evaluated. Preparations are made to celebrate the city's 100-year-old institutions in 2023: Gothenburg Botanical Garden, Gothenburg Museum of Art, Liseberg amusement park, the Natural History Museum, etc.

# ANNIVERSARY YEAR 2021

Gothenburg intends to mark its 400-year history with something bigger and better than just a party. Most of all, it is about responding to the wishes of residents of the city, based on ten years of ideas and initiatives. The anniversary year is expected to cover everything – to highlight every aspect that has been brought up in connection with Gothenburg’s 400-year anniversary. As a whole, the anniversary year has the capacity and power to create lasting impressions that promote Gothenburg as a sustainable city, open to the world.

## A YEAR OF EXPERIENCES WITH FOUR HIGH POINTS

Gothenburg’s 400-year anniversary in 2021 is organised as a framework with highlights, each with its own unique character. Each highlight reflects different expressions of the vision and values on which the anniversary initiatives are based, from the outset until 2021.

### Anniversary experiences that tie the year together

**THE FOURTH HIGH POINT** will bind the year together through a variety of experiences that give stakeholders and businesses an opportunity to present and offer anniversary initiatives achieved in the run-up to 2021. A multitude of events, big and small, will span the year and fill the city with enjoyable experiences.

### Summary

**WHEN THE TIME COMES TO SUM UP** the anniversary year, the key elements will be sustainable growth, human rights and democracy. It will be a celebration of Gothenburg and its people, and an international gathering point for the latest knowledge, research and innovations in the fields that have guided efforts leading up to Gothenburg’s 400-year anniversary.

### Did you know that ...

Luleå, Piteå, Sundsvall and Borås also celebrate their 400th anniversaries in 2021.

### New Year’s celebrations and festival of light

**NEW YEAR’S EVE 2020 WILL BE THE KICK-OFF** for city-wide anniversary celebrations in 2021. The people of Gothenburg will celebrate together and enjoy artistic light shows outdoors that illuminate and highlight Gothenburg during the dark winter season.

### Anniversary weekend 4–6 June

**ON 4 JUNE 1621**, Gothenburg was given city status by King Gustav II Adolf, and we intend to celebrate the occasion in three acts. The weekend marks the start of a summer season in which numerous contributors offer experiences inspired by consultations with the people of the city.



**Friday 4 June.** Gothenburg’s birthday ties the history of the city together, from 1621 to the present day. In the historic quarters around Gustaf Adolfs Torg, the Museum of Gothenburg and Kronhuset, the 400-year history of the city comes to life and draws in residents from all over the city, as well as visitors from near and far.



**Saturday 5 June.** In act two, the spotlight turns on the river, the harbour and the sea. This is our response to the desire of residents to get closer to the water and celebrate Gothenburg’s history as a harbour city.



**Sunday 6 June.** The anniversary weekend coincides with Sweden’s National Day. The city celebrates its fine traditions in music, food and meetings, and the whole city becomes an arena as the people of Gothenburg and their guests gather for picnics in parks, gardens, on lawns and beaches.

# FOCUS 2019: KNOWLEDGE AND ENLIGHTENMENT



Each year leading up to the anniversary has a special focus theme that gives us a reason to get together, discuss and share on the road to 2021. In 2019, the focus theme is Knowledge and Enlightenment. Big events this year include the International Science Festival in April and Space Week in September. As part of Gothenburg's 400-year anniversary in 2021, the city is focusing especially on education, research and skills provision in 2019.

The annual International Science Festival is a natural element and platform during the focus year, and its theme this year is Astonishing Thought. The festival offers a fortnight-long public programme that is free and open to everyone, as well as a programme for schools, a conference for teachers and a Forum for Research Communication for professionals. To reflect the focus year, there will also be an experimental workshop – Gothenburg in our Senses – that aims to promote diversity and accessibility, and invites all school pupils to take part.

2019 also marks the 50th anniversary of the first moon landing, and it is only natural that we should celebrate this together with the Hasselblad Center in Gothenburg during Space Week in September.

Meanwhile, anniversary initiatives continue throughout the city with support from the various administrations. One focus area for the district administrations is the joint initiative Young Art, a

visual art project created by and with children and young people in the ten districts of the city. The school and educational administrations in the City of Gothenburg (the Preschool Administration, the Compulsory School Administration, the Education Administration and the Labour Market and Adult Education Administration) are all committed to lifelong learning.

In collaboration with Business Region Göteborg, the focus year initiatives are also coordinated with the City of Gothenburg business strategy programme in the area of skills provision.

During the year, several cross-sectoral collaborative meetings will take place to inspire more people to work towards the focus year theme and develop new partnerships in various activities. Other contributors include the University of Gothenburg, Chalmers University of Technology, the Universeum Science Centre and trade & industry stakeholders that will set the tone later in the year and as we get closer to the anniversary year 2021.

**GOTHENBURG – CITY OF KNOWLEDGE** is an association that supports research in Gothenburg with the aim of promoting Gothenburg as a City of Knowledge in connection with the 400-year anniversary. A key initiative is the building of a centre for kidney research in Sahlgrenska Academy at the University of Gothenburg, to be completed in 2021. A book will be published in 2019 describing the association's activities and giving examples of research and knowledge sharing.

## International Mother Language Day



**DURING INTERNATIONAL MOTHER LANGUAGE DAY** in February, which was celebrated by the City of Gothenburg's Language Centre, the urban development app Min Stad (My City) added stories from pupils who study their mother languages in the city. The idea that the Language Centre could contribute in this way was suggested by one of the mother language teachers. Around 300 mother language teachers work at the Language Centre, teaching up to 14,000 students more than 70 different languages. Since the idea was put forward, in summer, school pupils have been able to tell their own stories about Gothenburg in their mother tongue.



## YOUNG ART

As part of the Knowledge and Enlightenment theme for 2019 the district administrations are committed to showcasing Young Art at the Whole City's Gallery, created by those who should have the biggest influence in the city – children and young people. Art and aesthetics are complementary disciplines on the road to experience and knowledge.

Young Art is an exhibition produced by Gothenburg School of Arts, which has over 8,000 students between the ages of 6 and 19, and has schools in every district. The Young Art exhibition opens during the Kulturnatta evening of culture and comprises 100 art works across the city, created by children and young people under the guidance of teachers from Gothenburg School of Arts. The art works are inspired by the theme of the 2019 anniversary initiative: Knowledge and Enlightenment. By giving children and young people a place in the public space we want to raise the profile of art and show that we take their creative ideas seriously. The Whole City's Gallery will show more exhibitions during the year. Read more at [goteborg2021.com](http://goteborg2021.com)

## GOTHENBURG IN OUR SENSES

**THE INTERNATIONAL SCIENCE FESTIVAL** is one of the big contributors to the focus theme for 2019. A popular part of the festival is an Experimental Workshop, where school pupils and families with children can learn about and explore science and technology in fun ways. This year the anniversary focus theme has contributed to a new try-it-out station at the Experimental Workshop: Gothenburg in our Senses. It lets visitors experience places around Gothenburg using all their senses, and the station has been made as accessible as possible so that more people have a chance to experiment.



# THE ANNIVERSARY INITIATIVES CONTRIBUTE TO AN EVEN BETTER CITY

The anniversary efforts focus on making Gothenburg an innovative, open and inclusive city, where all residents feel a sense of purpose and participation. This is a visionary process that can be seen as creating a legacy for the next 100 years, making Gothenburg an attractive city to live in, work in and invest in. The anniversary initiatives contribute in many areas, including jobs, new meeting places, experiences, historical values, sustainability, attractiveness, democratic values and a vibrant city. On the following pages you can read about all the initiatives that are contributing in different ways to an even better city.



## CENTENARY PARK AT FRIHAMNEN HARBOUR BRINGS RESIDENTS TOGETHER

**THE VISION FOR CENTENARY PARK** is that it should wrap around the water, create open spaces and build bridges between people. The ambition is that the park should remain open to visitors while the Frihamnen district is being developed, and that the youth of Gothenburg should help to shape it. During the planning of Frihamnen and the Centenary Park, the City of Gothenburg has piloted a new method of urban planning and development.

The development work includes management of facilities such as a swimming area, a sauna, sailing school, summer camp, roller derby rink and urban growing plots. A partnership between RiverCity Gothenburg and the Passalen voluntary community association marks the start of work on building the park alongside residents. This led to a Blue Certificate scheme in which young people without prior skills are employed and taught to manage the park and its various activities. Through collaboration, Gothenburg has found a new approach to urban planning. The result is a meeting place that breaks down social, gender, ethnic and geographical boundaries in the city.

The response from residents is that this was much needed and is in the right location. The focus from now until 2021 will be to continue developing open-air swimming opportunities with a floating structure on the water and facilities on land that can be shared with the park. In 2018, the sauna was supplemented with an unheated seawater pool. Under the surface of the river, an undercurrent brings clean seawater right into Frihamnen harbour. The ingenious plan for 2021 is to turn the water flow upside down and use this invisible source of clean water, as well as highlighting the long-term aim of making the surface water of the river cleaner.

The play and learning park in Centenary Park is intended for use by schools and the general public. There are plans to build a preschool and primary school close to the park. The park is intended for use by other schools in the district and visiting pupils from all over Gothenburg. It is planned that the play and learning park should be multi-purpose.

**Project owner:** Älvstranden Utveckling

### WINNER OF THE SIENA PRIZE

In 2018, Centenary Park in Frihamnen harbour was awarded the Siena Prize by Architects Sweden for the best landscape architecture. Their verdict was: "The winner is an inspiring example of citizen-driven urban development and explores the concept of sustainability in an innovative way."

Winner of the Siena Prize 2018



### Seawater pool in Centenary Park

It is now possible to swim in fresh seawater in Frihamnen. A new trial pool next to the public sauna opened in 2018 in Centenary Park. It is made possible by a seawater undercurrent that draws clean salt water up the river.

The pool is one metre deep and three metres in diameter, and holds seven cubic metres of seawater. The water is pumped in continuously and is slowly replaced over a period of about two hours.

Read more at  
goteborg2021.com



## A more accessible archipelago

**THIS INITIATIVE** aims to improve transport links from the city centre to the archipelago and vice versa, and at the same time put the archipelago on the map. Among other things, this work has led to more departures to and from the city centre in summer and all year round. This is an ongoing initiative in collaboration with various stakeholders, including the Västra Göteborg District Administration, the Municipality of Öckerö, Göteborg & Co, Västtrafik and Styröbolaget.

**Project owner:** Göteborg & Co



## INTEGRATION THROUGH THE DOCKS AT ERIKSBERG

**THIS IS A COLLECTION OF HISTORICAL BOATS AND WORKING BOATS** from various eras and home ports. Strong emphasis is placed on bringing in people of different ages and backgrounds. This promotes an exchange of ideas and knowledge about how these boats were maintained and sailed. There are various organised activities, courses in seamanship, talks about our cultural heritage and ongoing maintenance work. The docks will also be an appealing day out for many residents of the city and visitors.

**Project owner:** Älvstranden Utveckling



*"This initiative has given girls a chance to create somewhere for themselves and directly influence the urban space."*

## BLUEWAYS, GREENWAYS AND OASES

**THE AIM OF THIS ANNIVERSARY INITIATIVE** is to create social, cultural and ecological meeting places in the city by 2021. In response to the wishes of residents, blueways and greenways will make it easier for people to get around and meet others from different parts of the city, relax and enjoy culture and nature. Blueways, Greenways and Oases have steadily helped to create more places and paths to the anniversary year, including the fruit grove in Slotsskogen city park (2015) and the green space near Saluhall Briggen (2015). This initiative also helped to organise Gothenburg Green World (2016). A number of smaller oases have also been established and possible routes for future blueways and greenways in the city have been investigated.

In 2018, this initiative focused on Kviljedalen and the creation of the Kvillestråket greenway (2016–2018). Facilities here include an outdoor gym, and a dance floor that was a result of consultation with young girls in the city – a group who are often overlooked when it comes to urban development. This initiative has given girls a chance to create somewhere for themselves and directly influence the urban space.

**Project owner:** Parks and Landscapes Administration

### OUTDOOR DANCE FLOOR FOR EVERYONE

The dance floor in Kville is part of the anniversary initiative Blueways, Greenways and Oases. As part of this initiative, several new meeting places are being created along Kvillebäcken on Hisingen, from Frihamnen harbour in the south to the green space of Hökälla in the north.

"We want to tidy up the area around the stream and encourage people to explore Kvillebäcken. So we are creating spaces for various activities, or oases, to link together the entire stretch along the stream. The dance floor has a great location near Backaplan, and as this is one of the major urban development sites in Gothenburg, it will become an even more popular meeting place in the future," says Petra Wernersson, project manager for Kvillestråket in the Parks and Landscapes Administration.

"We know that dancing is very popular, so we invited young girls to a two-day workshop where they had an opportunity to dance, get a feel for the location and talk about what the dance floor should look like," says Klara Wettre, youth consultant at Lundby District Administration, which is responsible for the Hisingen Youth Initiative.



A cross-river cable car would link the two halves of Gothenburg together in a completely new way.

Illustration: UNStudio and Kjellgren Kaminsky Architecture

## GOTHENBURG CROSS-RIVER CABLE CAR, JÄRNTORGET-WIESELGRENSPLETSEN

### THERE ARE PLANS TO BUILD A CROSS-RIVER CABLE CAR IN GOTHENBURG

– an idea that arose from the wishes of residents for the city's 400-year anniversary. If the cable car is realised it could connect urban districts together in a new and innovative way in what is already a densely

populated city. It would also contribute to more sustainable public transport and offer a quick and convenient journey of just 12 minutes from Järntorget to Wieselgrensplatzen.

**Project owner:** Traffic & Public Transport Authority



## FRESH HISTORY IS RECORDED IN GOTHENBURG TALES

**GOTHENBURG TALES AIMS** to give people a stronger sense of belonging, identity and connectedness in Gothenburg – whether they have recently moved here or lived here for generations. A large number of personal stories have been collected to give insight into residents' experiences and lives. The interviewees were carefully chosen to reflect the diversity of people who live in the city today. The gathered material will be archived for the future

and richly supplement the material that was collected for Gothenburg's previous anniversary 100 years ago. The next phase of the project begins in 2019, as these recollections are processed and prepared for an exhibition. By presenting these stories, we can give voice to people who would otherwise not be heard in public discourse.

**Project owner:** Cultural Affairs Administration



Side by Side inspires the world's youth.



## SIDE BY SIDE BRINGS THOUSANDS OF YOUNG PEOPLE TOGETHER

**OVER FIVE BUSY DAYS IN SUMMER**, children and young people from all over the world meet in Gothenburg to play in orchestras and sing in choirs. Choirs and orchestras at all levels give participants of all ages an opportunity to play and find musical inspiration. Exciting conductors, musicians and teachers lead workshops and rehearsals, and the camp ends with magnificent concerts performed with Gothenburg Symphony Orchestra and Gothenburg Symphony Vocal Ensemble.

Side by Side takes place for the sixth year in succession in 2019. More and more children and young people are joining this event each year, and the big festival concert at the Scandinavium arena gives all participants a chance to demonstrate the power of music.

More genres have been added and participants can now also choose folk and world music, and an Open Choir – a choir for young people with disabilities.

Side by Side aims to give children and young people opportunities to thrive and grow by playing music and singing together. The camp is a meeting place where young people can discover the joy and beauty of music, inspire each other and find their path towards their dreams and goals. By using the power of music we will counter segregation and build bridges between people, cultures and continents.

**Project owner:** Gothenburg Symphony Orchestra

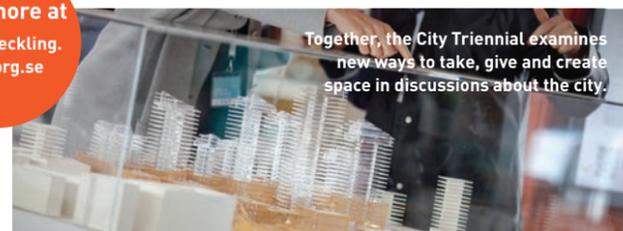
*“By using the power of music we will counter segregation and build bridges between people, cultures and continents.”*

Read more at  
stadsutveckling.  
goteborg.se

## SMARTER TRANSPORT FOR A SUSTAINABLE CITY

**SMART TRANSPORT AIMS TO** identify and highlight sustainable transport while meeting the challenges the city faces in providing future mobility and transport. One example is the totally autonomous bus on the Chalmers University of Technology campus that is being used to test vehicle automation technology in partnership between the city, researchers and small companies. Gothenburg has attracted international attention through its Smart Transport initiative and hosts international conferences and research initiatives. This is the result of innovative solutions that will become part of everyday life for everyone who lives in, works in or visits Gothenburg.

**Project owner:** Traffic & Public Transport Authority



Together, the City Triennial examines new ways to take, give and create space in discussions about the city.

## Gothenburg City Triennial

**GOTHENBURG CITY TRIENNIAL IS A PLATFORM** for talking about and shaping the city together. It is a forum for discussion and debate on the most relevant urban issues, which is open to the business community and the public. Together, we explore new ways to take, give and create space in discussions about the city. The City Triennial takes place every third year, starting in 2015 and culminating in 2021, with an opportunity to continue in the future.

**Project owner:** City Planning Administration



## YESBOX – HOME OF ENTREPRENEURS

**THE AIM IS TO FACILITATE** innovation, entrepreneurship and new enterprise. The purpose is to gather organisations with various skills and expertise in enterprise and innovation under one roof, so that they can share their knowledge and contacts with anyone who wants to develop their entrepreneurship. In 2017, a vibrant meeting place was established in Gamlestaden: YesBox – Home of entrepreneurs. As well as providing a meeting place for entrepreneurs, innovators and start-ups, YesBox will be a powerful symbol of entrepreneurial Gothenburg. By creating better opportunities for new companies, a higher success rate and a better business climate, we are laying the foundations for a more sustainable Gothenburg and sustainable entrepreneurship. YesBox has a diverse and dynamic programme of activities.

**Project owner:** Business Region Göteborg

## DEMOCRACY AND YOUNG INFLUENCE

**DURING CONSULTATIONS WITH RESIDENTS** about the anniversary initiatives, one of the desires expressed was to increase young people's opportunities to get involved and have real influence. The main purpose of this project is to provide opportunities to increase residents' participation and influence, with a special focus on children and young people. It is also the ambition to showcase democracy and the developments that have taken place in the century since the Swedish people gained the right to vote. As part of the Knowledge and Enlightenment theme for 2019, democracy and young influence focuses on supporting and educating young people on how to make their voices heard. Participation and influence are basic requirements for public health and for a socially sustainable city. In a more democratic society, citizens have greater opportunities to participate in social development.

**Project owner:** City Executive Office



## POP-UP GÖTEBORG

**THIS INITIATIVE AIMS TO PROVIDE** sites with temporary building permits for cultural and creative businesses, such as handicrafts, small-scale design, art and crafts, artisan food, etc. At present there is a lack of basic sites for making and selling goods, for artistic and creative activities in central locations at low cost. Infrastructure developments in Gothenburg mean that there are temporary sites that could be used. Another purpose of pop-up solutions is to add interesting elements in the cityscape while construction projects are under way in Gothenburg.

**Project owner:** Business Region Göteborg

## CREATIVE ZONE AT RINGÖN – A CREATIVE HUB IN THE CITY

**THE PURPOSE OF THE CREATIVE ZONE AT RINGÖN ORGANISATION** is to enable Ringön to develop into a mix of small industry and various creative businesses. This is a vibrant area during the day and evening, as more people are discovering for themselves. As a result of the work done here, people are now talking about Ringön in a new way. The Ö-Festen festival has brought this area to the attention of many residents of Gothenburg, and the festival has created a sense of community among small businesses on the island. The Ö-Posten newspaper has spread awareness and sparked interest in what is happening in the local area by highlighting new businesses and the history of Ringön. All residents of Gothenburg should feel welcome on Ringön. It should be a natural location for various creative activities, side by side with existing businesses.

**Project owner:** Business Region Göteborg





New opportunities for play in Renströmsparken when it rains.



## Rain Gothenburg changes perceptions

### TAKING RAIN AS OUR STARTING POINT

We will work together to make our city even more attractive to live in, run a business in or visit. On average, it rains every third day in Gothenburg, which is not always appreciated. When the city asked the people of Gothenburg how they want to celebrate the city's 400-year anniversary, their wishes included getting closer to the water and turning rain into a resource. The city embraced the idea, and this led to a vision to become the best city in the world when it's raining, which also became one of the city's anniversary initiatives. More knowledge about the climate, our lifestyle and its consequences have placed the climate issue high on the agenda in every aspect of social development. By taking a creative approach, this initiative aims to build more robust and attractive water drainage and rainfall

solutions, while also changing our perception of rain, its connection to our climate, and using it to our advantage. The unique aspect of Rain Gothenburg is that we always highlight rain from architectural, social, cultural and climate-related perspectives when developing the city's infrastructure.

*"The unique thing about the playground is that it provides new opportunities for play when it is raining, but it is naturally designed to encourage children as well as adults from all over the city to play and move about whatever the weather."*

Emma Johansson, Parks and Landscapes Administration, City of Gothenburg.

### RAIN PLAYGROUND IN RENSTRÖMSPARKEN

Residents of Gothenburg wanted a playground for rainy days whatever the season, with covered areas and seating, and with features that become even more fun when it rains. In early discussions with the Parks and Landscapes Administration it became clear that a rain playground had to be built.

In summer and autumn of 2017, children and adults were able to contribute ideas for the design of a playground that would be even more fun whenever it rains. Lots of smart and creative suggestions were made that were later realised in the playground.

### "RAINFALL" CLIMBING FRAME

The inspiration for the design is taken from the various shapes of water and the site location close to Näckrosdammen pond in Renströmsparken. This led, for example, to puddles for jumping in, a "Rainfall" climbing frame and leaf-shaped roofs that provide shelter from the rain or sun.

Project owner: Ecocycling and Water

## YOUR PLACE IN THE CITY

### "YOUR PLACE IN THE CITY" USES

THE URBAN DEVELOPMENT WEB as a platform to invite people on our journey towards the new city. By showing how questions about attractiveness, security and participation can be taken into account during a period of heavy construction, Gothenburg sets a bold example that is well worth visiting. For example, Playa

Skeppsbron provides an oasis for residents of Gothenburg and visitors to the river. People gather at the playa during the summer to get closer to the water. This is an initiative to promote equality in Gothenburg that is designed to tie the city together.

Project owner: Traffic & Public Transport Authority

Read more at [stadsutveckling.goteborg.se](http://stadsutveckling.goteborg.se)



### ALFIE ATKINS' CULTURAL CENTRE

Alfie Atkins' Cultural Centre in Gothenburg contributes to children's development through play and learning. On the road to 2021 the centre aims to encourage play, reading, theatre and culture early in life for all children, regardless of ethnicity, language, social background and ability. We collaborate with the "The city where we read to our children" initiative in order to encourage them to read for themselves. We are continuing to develop our key learning projects in collaboration with Chalmers University of Technology and the University of Gothenburg, thanks to donations from foundations. In 2019, we are launching a space project to mark 50 years since the first moon landing.

### BUSINESS ASSOCIATION AVENYN

Business Association Avenyn is investing in renovating Kungssportsavenyn as Gothenburg's main boulevard by 2021.



Illustration: Okidoki arkitekter.

## Avenyfamiljen

Avenyfamiljen creates new meeting places and centres of interest in Gothenburg by developing restaurants and hotels. By 2021, their ambition is to have one hotel, four restaurants and an espresso bar near Skanstorget. The hotel will help to make the area one of the most organic districts in the city, with a healthy mix of accommodation, offices, universities, businesses and hotels. Avenyfamiljen is also creating the first floating restaurant, Tyska Bron, which will be a meeting place on the water for residents and visitors to Gothenburg.



## Bergsjön 2021

Bergsjön 2021 is a collaborative project with the aim of developing healthy living environments for everyone in Bergsjön. One goal in this work is the creation of a new, safe and attractive development of 700 homes between Komettorget and Rymdorget, and construction is scheduled to begin in 2021.

### BERGSLAGERNAS JÄRNVÄGSSÄLLSKAP

Bergslagernas Järnvägssällskap (BJs) is a heritage railway society, formed in 1972, that wants to collaborate with other associations to host an engineering heritage weekend

on 28–29 August 2021, featuring tram, train and boat parades. On weekends during the summer season, BJs also wants to run trips on veteran trains, steam locomotives and older wagons, between Gothenburg central station and Skandiahamnen.



### GÖTEBORG BOOK FAIR

Göteborg Book Fair is the biggest cultural event in the Nordic region. We want to make the world a better place by promoting education, reading and the role of literature in society. We are now looking towards the 400-year anniversary in 2021 to bring some special attention to Gothenburg – City of Literature!



### BOPLATS GÖTEBORG

Through the BoNytt exhibition, Boplats Göteborg highlights the BoStad2021 anniversary initiative, which will create 7,000 new homes. BoNytt is an annual exhibition that presents new housing in Gothenburg as well as neighbouring municipalities. The exhibition is organised by Boplats in collaboration with companies in the region that build new housing.

## BoStad2021

The need for more housing is an issue that has been raised by many residents in connection with our 400-year anniversary. BoStad2021 means 7,000 additional homes for Gothenburg. The initiative is also a trial of new forms of collaboration between the City of Gothenburg and 27 building companies that will enable us to build more homes faster. The City of Gothenburg has therefore set up a special organisation to implement BoStad2021 in parallel with existing urban development plans. The combined initiative was officially kicked off in 2017. All 30 project phases are starting up across the city from 2018 onwards, from Angered in the north to Frölunda in the south. The homes are scheduled for completion in 2021.



Illustration: Arkitekterna Krook & Tjäder/Studio 3D



### GOTHENBURG BOTANICAL GARDEN

The construction of new public greenhouses and a visitor centre with café and shop at Gothenburg Botanical Garden will strengthen Gothenburg's position as a horticultural tourism destination. The new greenhouses will form an interconnected building that is carefully situated on the existing site,

with a small annex on the ridge and a bridge connecting the two. The greenhouses will be built in stages to enable plants to be moved. Stage one is expected to begin in 2021.



Illustration: Sweco



### CHALMERS UNIVERSITY OF TECHNOLOGY

Chalmers University of Technology has been fostering and spreading knowledge and skills since 1829. Building on a foundation of scientific excellence, Chalmers develops solutions for a sustainable world. In the run-up to the anniversary year, Chalmers intends to continue inspiring innovation through global engagement and entrepreneurial spirit, in close cooperation with the city of Gothenburg.



### COMEDY ART THEATRE

From King Gustav II Adolf to the present day. 400 years of history told by our ancestors. Join us on a journey through Gothenburg's exciting and slightly spooky history. We have managed to summon up some very reluctant ghosts to tell us how they lived. They include kings, executioners, witches, washer women, noble women, scientific geniuses, nurses and many others.

### ECORIDE

The ProNordic Group will help to celebrate Gothenburg's 400-year anniversary by developing a unique, limited edition of the EcoRide electric bike. The bike will be designed and equipped to clearly show that it comes from Gothenburg and is intended for the city. This is a project that feels naturally at home here, since EcoRide was born in Gothenburg and is a Gothenburg-based company. To involve end users in the process we will also be asking the Swedish people to suggest a name for the bike.



Image supplied by EcoRide.



Illustration: Global Business Gate Architects

### ELOF HANSSON FASTIGHETER AND ALECTA

Elof Hansson Fastigheter and Alecta jointly operate the office project Global Business Gate, a hub and meeting place for international businesses. Global Business Gate promotes Gothenburg as a city of international trade and is making a clear contribution to Gothenburg's 400-year celebrations.

### FRAMTIDEN AB

Framtiden AB is accelerating the construction of thousands of new homes and gathering support for social initiatives, including employment projects.

### FRONTSIDE

Frontside Gothenburg International Chamber Music Festival aims to touch people deeply with superb chamber music performed in new and tantalising concert formats. Our goal is to present a joyful musical meeting place for all the senses, shaped by an ambition to offer chamber music lovers the best of the already familiar, while also revealing hidden and previously unknown works. In 2021 the festival will be a full-scale affair featuring new ideas and innovations.



### SPOTCITY KOM association – art and medicine

The KOM project will result in a permanent, outdoor exhibition that opens in spring 2021 at Konstspidemin near Linnéplatsen. The roots of KOM lie in the history and architecture of the epidemic hospital (1886–1970). Artists, poets, film-makers, musicians and others contribute specially produced works.

### FÖRFATTARCENTRUM VÄST (WRITERS' CENTRE WEST)

The centre's ambition is that Gothenburg should become one of UNESCO's Cities of Literature network. The next step should be to create a four-year plan in consultation with the city, hopefully with the anniversary year 2021 as an early highlight.



### 400 SEATS, 400 SONGS

An interactive ballad opera about Gothenburg during the anniversary year 2021. A circuit actor, two musicians and a poet shed light on 400 locations in Gothenburg. This work is a tribute to the city, with its diverse features and contradictions. It is about the real places around the city, including familiar landmarks and hidden corners. It also features the audience and the people of the city; their memories, thoughts and stories. The city becomes a changing archive.

### FRÖLUNDA CULTURAL CENTRE AND THE CITY PREMISES ADMINISTRATION

Frölunda Cultural Centre is getting a green roof. In 2019, the 15,000 square-metre roof will turn from grey to green, from inanimate to living. During the re-laying of the roof, around 1,500 square metres of solar panels will be installed on part of the green roof. In the longer term, Frölunda's green roof will become an educational and socially sustainable resource, as well as a test bed and meeting place.



### GREFAB

Grefab aims to get more of Gothenburg's residents closer to the water. This work is carried out independently by Grefab and in collaboration with others. In Saltholmen, the Parks and Landscapes Administration has built jetties that provide access to the water for swimmers with disabilities, and has set up a number of sites for barbecues. Several benches have been installed as well as stands for parking bikes. In addition to installing new jetties and breakwaters, Grefab will also examine opportunities for recreation facilities at its harbour sites.

**THE PRESCHOOL ADMINISTRATION**

To highlight the importance of preschool children in the city, the Preschool Administration will hold a number of activities centering on social sustainability and preschools in the run-up to 2021. We will put special emphasis on the year of Knowledge and Enlightenment by organising a Preschool Summit in 2019 on the theme of Children's Place in the City.

**GAMLESTADEN JAZZ FESTIVAL**

Gamlestaden Jazz Festival aims to establish an international jazz festival in time for the anniversary year.

**GREENHACKGBG**

GreenhackGBG is the City of Gothenburg's channel for sustainable lifestyles. This is where you can get inspiration from others, learn how to make your lifestyle more sustainable, share your own ideas and engage with others to make Gothenburg more sustainable.

**GÖTEBORG & CO**

Göteborg & Co manages, coordinates, communicates and monitors initiatives for the 400-year anniversary in broad collaboration with others. The company also sees the anniversary as a milestone in the destination's long-term development towards 2030.

**GÖTEBORG BAROQUE**

Göteborg Baroque is setting up a collaborative project with two Chinese ensembles to present a production in 2021.

**GÖTEBORG CITSAMVERKAN**

This is an initiative between Innerstaden Göteborg, Avenyn and Nordstan to step up collaboration with the City of Gothenburg and find out which area has earned the title of Heart of the City by 2023 at the latest.

**GOTHENBURG FILM FESTIVAL**

In 2021, in addition to celebrating Gothenburg's 400-year anniversary, we will celebrate the fact that the Gothenburg Film Festival is Scandinavia's most relevant film event. Our ambition is to be ranked among Europe's five leading film festivals.

**GOTHENBURG HERITAGE ASSOCIATION**

Through collaboration with the Museum of Gothenburg, Gothenburg National Archive, Region Västra Götaland, Higab, the University of Gothenburg and some 60 cultural heritage associations, Gothenburg Heritage Association will continue to do what we have been doing since 1950: raising awareness and building support for the heritage of Gothenburg, and stimulating interest in preserving the city's valuable heritage from a historical, topographical and artistic perspective.

**GOTHENBURG INTERNATIONAL ORGAN ACADEMY**

The vision of GIOA is to develop Gothenburg as an international organ city, with a festival of the highest standard and a unique collection of organs, including a new world-class organ to be installed at Gothenburg Concert Hall by 2021. We want to give everyone access to a world of sensual passion and new sounds.

**GOTHENBURG ANNIVERSARY RACE**

The first Gothenburg Anniversary Race was held in 2013 and it will return each year until 2021 to promote public health and support brain research. Gothenburg Anniversary Race covers 10 kilometres and the course runs close to the water alongside Gothenburg harbour entrance. The race will be held annually leading up to the anniversary year in 2021. It also contributes to research on physical activity and brain health. Gothenburg Anniversary Race is arranged by Göteborgsvarvet.

**THE PORT OF GOTHENBURG**

Besides getting involved in the city's anniversary celebration in 2021, the Port of Gothenburg will be hosting its own grand pre-party in 2020! The city of Gothenburg was built around the port, so the port itself was actually created a year before the rest of the city. During our own anniversary year we will be highlighting the focus theme for 2020

– Sustainable Growth – by looking to the future and presenting some of the port's development plans, which as always focus on sustainable growth. We will also celebrate the history of the port and its proud traditions, which are closely linked to the history of the city. We also plan to invite the people of Gothenburg to explore their port and learn about the harbour activities and their importance today.

**GOTHENBURG SYMPHONY ORCHESTRA**

Point Music Festival with Gothenburg Symphony Orchestra, 23–26 May 2019. Gothenburg Concert Hall will be given a completely new look for the Point Music Festival. Sound, light and scenography will be used to create a mood in which everything can happen. Music, dance, performance and other art forms will be combined in entirely new and unexpected ways,

**THE ROYAL GOTHENBURG YACHT CLUB**

The Royal Gothenburg Yacht Club's vision is to make sailing accessible to everyone by giving people more opportunities to try sailing. Our ambition is to create a national arena for water sports in Långedrag, to be completed by 2021. In 2021, the Royal Gothenburg Yacht Club will be the leading sports club in sailing and boating as a result of organising the best racing events. We will arrange social activities that build a sense of community for all members and enthusiasts, and we will maintain our position as the most successful sports and competition sailing club. The Royal Gothenburg Yacht Club will develop solutions that are sustainable and take responsibility for future generations.

**GOTHENBURG INTERNATIONAL PIANO FESTIVAL**

Gothenburg International Piano Festival plays an important part in Gothenburg's cultural life, with piano performances of a very high standard! We create wonderful opportunities for children and young people to participate, experience, gain inspiration, develop and learn the art of piano playing through master classes, activities and concerts. We are committed to putting the festival on the international map by the year 2021 and making the piano more accessible in a broader format that everyone can enjoy.

**Did you know that ...**

The Göteborgsvarvet Marathon will take place on 19 September 2021!

sweeping the audience along on a new adventure. The central theme of the festival is a series of powerful tales about people and life itself, often with a female voice. Four festival days, four world premières, three orchestras, two club nights, film shows and a dozen concerts ... There will be music on the stages, and throughout the building. It will be played in cloakrooms, foyers, the restaurant, bars ... practically everywhere. Welcome to four days of pure magic.

**GÖTEBORGS STADS LEASING AB**

Göteborgs Stads Leasing AB is working to promote the electrification of the city's vehicles and machines. The goal is for the City of Gothenburg to have 400 green electric vehicles in operation by 2021.

**CITY OF GOTHENBURG**

**The Preschool Administration, the Compulsory School Administration, the Education Administration and the Labour Market and Adult Education Administration**

The Preschool Administration, the Compulsory School Administration, the Educational Administration, the Labour Market and Adult Education Administration work with the district administrations in the City of Gothenburg to plan activities on the focus theme of Knowledge and Enlightenment in preparation for 2021.

**CITY OF GOTHENBURG HUMAN RIGHTS AND NATIONAL MINORITIES**

National minorities are an important part of Gothenburg's history, and we work together to promote a sustainable future for everyone. The City of Gothenburg creates opportunities for exercising influence through consultation.

**THE CITY OF GOTHENBURG'S TEN DISTRICT ADMINISTRATIONS.**

**Angered, Askim – Frölunda – Högsbo, Centrum, Lundby, Majorna – Linné, Norra Hisingen, Västra Göteborg, Östra Göteborg, Örgryte Härlanda**

Work is continuing on "The Whole City's Gallery" project in collaboration with all ten district administrations, with the emphasis on children and young people leading up to 2021.

**UNIVERSITY OF GOTHENBURG**

GPS400 consists of over 30 sub-projects that identify and present new collaborative methods at individual, institutional and authority level through digital analysis and by improving the accessibility of Gothenburg's culture, its cultural heritage, cultural uses and cultural environments over 400 years.

**THE ROYAL SOCIETY OF ARTS AND SCIENCES IN GOTHENBURG (KVVS)**

This is where the leaders of today meet those of tomorrow. International Youth Think Tank brings together young people and decision makers on the theme of standing up for democracy and an open society – a unique initiative that provides space for young people's opinions. The opening is planned for 2021, and the first youth conference will be held during Kvalitetsmässan (the Quality Fair) in 2019. This project is supported by Global Business Gate and the Royal Society of Arts and Sciences in Gothenburg.

**GÖTEBORGS GIROT**

Göteborgsgiroten aims to increase the number of cyclists taking part in its annual cycling event in May, from today's 6,000 to 21,000 by 2021. The vision is to make Gothenburg the cycling capital of Sweden.

**GOTHENBURG WOMEN'S MOVEMENTS**

Gothenburg women's movements will spotlight the importance of women's movements in Gothenburg in a book, lectures, meetings and cultural events at several public venues before and during the anniversary year.

**GÖTEBORG OPERA**

The Göteborg Opera (Göteborgsoperan) is staging climate-friendly performances of Wagner's Ring Cycle, with one opera to be performed each year from 2018 until the anniversary year in 2021.

**GÖTEBORG REGION ASSOCIATION OF LOCAL AUTHORITIES**

Future Skills is a meeting place created by the Gothenburg Region Association of Local Authorities (GR) in preparation for the Knowledge and Enlightenment focus year in 2019. It provides young people with opportunities to meet companies and industry representatives, try out jobs and learn more about opportunities in the future employment market.

**GOTHENBURG GENEALOGY RESEARCH ASSOCIATION**

The Gothenburg Genealogy Research Association will host a two-day national genealogy research conference and exhibition on 28–29 August 2021, bringing together those of us with an interest in family research, i.e. people. We will offer residents of the city, other areas of Sweden and descendants of emigrants a chance to search for, and perhaps meet, their relatives, mainly here in Gothenburg, but also elsewhere in Sweden in collaboration with local associations. As a genealogical tool, DNA tests have revolutionised our opportunities to find relatives, leading to many new contacts by email – and now we can meet in real life!

**GÖTEBORGSVARVET MARATHON**

Göteborgsvarvet will celebrate Gothenburg's anniversary by holding a marathon event on 19 September 2021. One run. One unique opportunity!

**GOTHENBURG WIND ORCHESTRA**

The Gothenburg Wind Orchestra is the professional wind orchestra for Gothenburg and the whole of Västra Götaland. We are a regional music force that uses new initiatives to extend cultural opportunities and offer music events of the highest quality to residents of all ages. Through new initiatives, we are taking wind music into the future!

**HIGAB**

Higab is conducting a collaborative project to develop Västra Nordstan, the historic heart of Gothenburg, into a safe and vibrant area attractive to residents, visitors and local industry by 2021.

**HISTORIEVERKET**

Göteborg Humaniora is a project organised by the Historieverket economic association. The project will spotlight Gothenburg's cultural heritage before and during the anniversary year by portraying historic events and characters in historic locations and buildings throughout the city.

**HÄRRYDA MUNICIPALITY**

Härryda Municipality is planning various activities during the anniversary year to celebrate with Gothenburg and help make our region even stronger.

**SPORTS AND ASSOCIATIONS ADMINISTRATION**

The Sports and Associations Administration is developing the Slottsskogsvallen stadium and adjacent park into an attractive and vibrant meeting place for leisure activities and international events.

**INFOGLOB – GLOBALA HUSET**

Gothenburg's 400-year anniversary in 2021, Cultural Heritage – Diversity! The anniversary will be celebrated through human diversity, cultural events and various art forms in Gothenburg. The Globala Huset economic association will play a coordinating role in the celebrations.

**INNERSTADEN GÖTEBORG**

The mission of the city centre development company, Innerstaden Göteborg, for 2021 is to work closely with other stakeholders, to support and develop the inner city as an even more attractive area for meetings and trade in Gothenburg and the region as a whole.

**GOTHENBURG INTERNATIONAL SCIENCE FESTIVAL**

In 2021 the International Science Festival will host a completely new type of event – a science summit – with top international names in research and innovation. The goal is to create an experience that will appeal to thousands of Gothenburg residents, but will also be open to friends and science fans throughout the Nordic region and internationally.

**JERNHUSEN**

The company is marking the anniversary with the first phase of its RegionCity commercial centre. This phase of the project comprises a tower, a hall, a terrace and a public area. In 2018 the Jubileumsplatsen food court was opened near rail track 16. Jubileumsplatsen is the start of something big and is an open test arena for RegionCity. In 2019 we are channelling our efforts into developing and spreading the innovative culture that led to RegionCity. At the same time we are preparing for the rest of the project and the new Scandinavian future beyond 2021.

**JEWISH COMMUNITY OF GOTHENBURG**

The Jewish congregation wants to renovate Svingeln cemetery to highlight Jewish contributions to trade, industry, culture and society in Gothenburg and show that Gothenburg is a city of immigrants.

**KARLASTADEN**

The new district of Karlastaden is taking shape at Lindholmen. This is a genuinely diverse district made up of housing, offices, shops, restaurants and a cultural centre – among other things. There are eight blocks in total, one of which will be the tallest building in the Nordic region – the 245-metre-tall Karlatornet. Karlatornet and four other blocks should be completed in time for the 400-year anniversary.

**KARRIÄRKRAFT GRAFISKA**

To celebrate 400 years of Gothenburg we are building a virtual copy of the 1923 anniversary exhibition. We are a social workers' cooperative for employees with special needs, and together with Ruskprick Cultural Association we are using 3D technology to develop a virtual model of 1923. Read more at [www.ruskprick.eu](http://www.ruskprick.eu) We welcome all collaborations relating to Gothenburg's history.

**KLIPPANS WORKING BOATS ASSOCIATION**

In the run-up to 2021, Klippan Working Boats Association is preparing to exhibit its collection of working 19th-century boats in the heart of the historic harbour environment at Klippan steamboat pier. To relate the history of the boats and the site to visitors, a series of information boards and exhibition materials will be installed in time for the 400-year anniversary.

**KULTURFESTIVALEN**

Each year, this culture festival treats seniors from the Centrum district to a sparkling, fortnight-long festival programme in the middle of darkest November. Staff and seniors are already busy preparing for the event, but by 2021 the goal is that much of the festival will be produced by seniors themselves, and thus reflect their interests and experiences even more clearly.

**SOCIETY OF KUNGSHÖJD**

The Society of Kungshöjd works to preserve Gothenburg's cultural heritage. In collaboration with the city, we aim to protect and promote the historic and architectural values of Kungshöjd to delight residents and visitors now and in the future. In 2019 we made a series of environmental improvements relating to information and accessibility in Kungshöjd.

Read more at  
[goteborg2021.com](http://goteborg2021.com)

**LAPPHEXORNA**

Lapphexorna is a non-profit network of women from different cultures who are working on a patchwork project that will be presented to the City of Gothenburg in 2021.

**LERUM**

Lerum is involved in the city's 400-year anniversary celebrations and is helping to make our region even stronger. The Municipality of Lerum is arranging exhibitions, events and various activities on the theme of "Näas – part of the world, then and now!"

**LIFE SCIENCE**

Life Science aims to develop Medicinareberget and Sahlgrenska into a unique life science cluster, with construction scheduled to start in 2019.

**LISEBERG**

Liseberg amusement park is making its biggest investment ever by building a water park and family hotel, scheduled for completion in time for Gothenburg's 400th anniversary in 2021 and Liseberg's 100th anniversary in 2023. This anniversary initiative will benefit Gothenburg's residents and visitors, and reinforce Liseberg's position as one of Europe's most visited parks. It marks an important investment in Liseberg's long-term future in the global market.

**LUNDBERGS RESEARCH FOUNDATION**

The Inga-Britt and Arne Lundberg Research Foundation has donated SEK 27 million to the new Lundberg Laboratory for kidney research at Sahlgrenska Academy – a leading national kidney research laboratory that works closely with universities, the health care sector and industry.

**LUNDBY DISTRICT ADMINISTRATION**

Lundby District Administration is continuing to work on the creation of a cultural centre on Backaplan as the heart of cultural activities on Hisingen and in RiverCity Gothenburg.

**COUNTY ADMINISTRATIVE BOARD**

The County Administrative Board is committed to Gothenburg's 400-year anniversary in 2021.

**LÖDÖSE MUSEUM**

Lödöse Museum wants to be part of the celebrations by contributing new knowledge about Lödöse, the medieval forerunner of Gothenburg! In 2021 we will open our new permanent exhibition, featuring new and old stories about the people who lived, worked and had dreams in the medieval town, until the move to Nya Lödöse in Gothenburg in 1473.

**GOTHENBURG MARITIME EXPERIENCE CENTRE**

Gothenburg Maritime Experience Centre (Maritiman) is planning a unique interactive permanent exhibition that brings life to meetings across borders. The Maritiman Hus exhibition will be a constantly evolving interface between the past and present, storytelling and facts, with the focus on maritime activity.

**NATURAL HISTORY MUSEUM**

Gothenburg Natural History Museum, the oldest museum in the city, has unique collections that make it a centre for resources and knowledge. The museum is part of Västärvet – the natural and cultural heritage administration of west Sweden – and part of Region Västra Götaland. Our public collections and premises will get a substantial facelift. The refurbishment will be completed by 2023, when we celebrate 100 years of popular education in our current building. The refurbishment will take place in stages, the first of which is expected to be completed in 2021.

**NORRA HISINGEN**

The Norra Hisingen Youth Council is formulating a plan to make Gothenburg the world's leading city for young influence and participation by 2021.

**NYA HOVÅS**

Nya Hovås is developing a new residential area with offices, retail premises and 1,500 new homes.

**TRADE & INDUSTRY GROUP, GÖTEBORG & CO**

The Trade & Industry Group is engaging its member companies in a joint anniversary project and reflecting the focus year themes in its communication and projects. In 2019, the Trade & Industry Group is especially committed to the theme of Knowledge and Enlightenment and is acting as process manager for the focus year in broad collaboration with stakeholders.

**THE EAST INDIA TRADING SHIP "GÖTHEBORG"**

The East India trading ship "Göteborg" will be an attraction that actively helps to spread awareness of Gothenburg and Västra Götaland as a bold model for sustainable growth in culture and industry. Through innovation, openness, learning and inclusivity we reflect the constant theme that links the city's past to its future. This is the path to "the good life" in which everyone has a sense of meaning and involvement.

**PARKS AND LANDSCAPES ADMINISTRATION**

The Parks and Landscapes Administration is actively involved in the city's anniversary preparations and will initiate and support green initiatives leading up to 2021.

**PASSALEN**

Passalen community association provides meaningful leisure opportunities for everyone, including the "Everyone can Sail" initiative in Frihamnen harbour and "Confidence in the Water" classes.

**PLAYGROUND**

The Playground Festival aims to build a sense of community among students in Gothenburg. We want to show that even as children we can make a difference. We will have artists and games, and everything will be free and take place during school hours so that everyone can come along. The target group is up to the age of twelve. For Playground 2021 we will extend our sense of community to the whole world and invite students from all Gothenburg's partner cities and twin cities, including Chicago, Shanghai and Turku.

**SWEDISH NATIONAL ARCHIVES**

The Regional Archives is part of the Swedish National Archives and stores massive amounts of unique archive information about Gothenburg's history. In preparation for 2021 we want to draw attention to the sources that allow us to fill gaps in our knowledge and challenge established views on our history with new perspectives.

**RÖDA STEN ART CENTRE**

Röda Sten Art Centre aims to organise high-quality exhibitions and programmes, and display works of art around the city before and during the 400-year anniversary, through its art centre and the Gothenburg International Biennial for Contemporary Art (GIBCA). Röda Sten Art Centre presents leading-edge international art in Gothenburg.

**SKANSKA NYA HEM**

Skanska Nya Hem reflects each anniversary theme in a new housing development. In 2019, a collaboration between schools in Kviberg gives young people knowledge and confidence in the future. In 2018, we brought global inspiration to Nya Hovås – a diverse, small-scale urban environment of world class. As part of the Green and Grand City theme in 2017, green innovations were implemented in Lindholmshamnen. In 2016, Year of Culture, an art competition brought fresh colour to the residential environment in Örgryte Torp.

**Social Resources Administration**

The Social Resources Administration is building support for "The city where we read to our children". The initiative is part of Equality in Gothenburg and celebrates storytelling and aims to help more young people get into high school, higher education and employment. In 2021 we will celebrate 400 years of stories. The foundations have been laid for making Gothenburg a city where we read to our children, so that children can fulfil their dreams.

**CENTRUM DISTRICT / FÖRVALTNINGS AB GÖTEBORGSLOKALER**

Ruben Östlund's "The Square", at Landala Torg. The Square is a nine-square-metre enclosed piece of land that is a sanctuary of trust and caring. It is the fourth square in the world and was opened at Landala Torg on 1 December 2018 in collaboration between the Centrum district, GöteborgsLokaler and Valand Academy. In the run-up to 2021 the square will be a place for happenings that help to create a more human world.

**LANGUAGE CENTRE, CITY OF GOTHENBURG**

The Language Centre currently provides mother language classes for 12,000 lower and middle school students, and 1,200 high-school students. We have about 300 teachers who teach more than 70 different languages. With the help of a project entitled "Language Centre students talk about Gothenburg" we want to improve mother language education and the confidence of students in their identity, participation in society and global awareness. As part of the Knowledge and Enlightenment focus theme for 2019, the Language Centre is holding a student exhibition at the Museum of World Culture.

**GOTHENBURG CITY THEATRE**

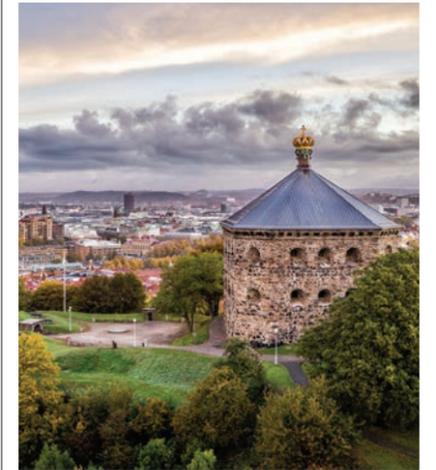
A major refurbishment of the main stage and workshops was carried out in 2002. The entire auditorium was converted into a modern theatre hall which now has 584 seats. To extend the range of performances and prepare the theatre for the coming years, the Municipal Council has now decided to build a third stage – Lilla Scen – with seating for 70 people. The public areas will also be updated and adapted to the needs and wishes of the audience.

**CITY PLANNING ADMINISTRATION**

Project: Virtual Gothenburg. Just in time for the city's 400-year anniversary, a virtual model, or digital twin, of the city will be created. The City of Gothenburg's City Planning Administration is responsible for developing the model, but it will be available for use throughout the city in a variety of ways.

**NATIONAL PROPERTY BOARD OF SWEDEN (SFV)**

As administrator of the national cultural heritage, SFV intends to contribute to Gothenburg's 400-year anniversary and the long-term development of important visitor destinations in the city. We will do this by setting up and driving the "The Fortified City" development plan. In preparation for the anniversary we will focus especially on the development of Skansberget and Skansen Kronan fortress in collaboration with the city's neighbouring administrations. During the anniversary year SFV will also feature Gothenburg and its 400-year anniversary in its magazine, Kulturvården.

**STUDIO STYRSÖ AB**

The guidebook Göteborg till fots – trottoarturism och spårvägssafaris [Town Trails – Sidewalk Tourism and Tram Safaris] contains 15 tours on foot, by tram, ferry and bus, carefully described in words, maps and pictures! It is our ambition that this book will also be available in English by the 400-year anniversary in 2021.

**SWEDAVIA, GÖTEBORG LANDVETTER AIRPORT**

Göteborg Landvetter Airport is the gateway to West Sweden – a place to meet, create, work, travel and experience, just one hop from urban West Sweden to global metropolises. We are now preparing for the travel needs of the future and building a larger, more accessible and more modern airport. This will deliver more capacity, more convenient travel, better communications, more trade and attractive meeting places – which will drive the development of West Sweden. The airport is a global meeting place that links our region to the world and provides the conditions for continued growth. Intermodality and sustainability are the keys to development.

**CHURCH OF SWEDEN**

Gothenburg has a fascinating religious history. Over the centuries we can see how the city has increasingly opened up to religious diversity. Gothenburg was one of the first cities where Jewish people were allowed to settle in the late 18th century. In the 1970s, Gothenburg was the site of the first mosque in Sweden, and in the 1980s, a turban-wearing Sikh tram driver in Gothenburg was a national issue. The Swedish Church wants to discuss how religious practice in Gothenburg has shaped the city and the people who lived here.

**SWEDISH EXHIBITION & CONGRESS CENTRE**

The Swedish Exhibition & Congress Centre (Svenska Mässan) is planning a far-sighted development programme to create innovative ways to meet on the road to 2021.

**LET'S COLOUR GOTHENBURG**

Let's colour Gothenburg is an initiative that creates real jobs for unemployed youth while decorating the city with public artworks. In 2019 the art initiative will be extended to the Gothenburg region, and in Gothenburg exceptional international artworks will be painted along a 21-kilometre art trail from Blå Stället cultural centre in Angered to Röda Sten Art Centre.

**TEXTALK MEDIA AB**

Preserving our cultural heritage and promoting culture are important elements for more sustainable and democratic social development. In preparation for Gothenburg's 400-year anniversary, we will develop a website that allows all residents, regardless of reading ability, vision impairment or technical ability to take part and share their stories so that they live on, now and in the future.

**GOTHENBURG'S HISTORY IN A THOUSAND PHOTOS**

The "Tidernas Göteborg" (Gothenburg through the Ages) research project is a collaboration between the Museum of Gothenburg, the Hasselblad Foundation, the University of Gothenburg, Göteborg & Co and the book publisher Max Ström. The aim of the project is to portray Gothenburg's history in pictures. The results will be presented regularly in the Göteborgs-Posten newspaper and in research publications in the run-up to Gothenburg's 400-year anniversary in 2021.

**TILLT**

Tillt leads and develops art projects with a focus on sustainable integration that contributes to a more creative, inclusive and meaningful urban culture. Through Borderline Offensive, a project under the Go Global theme, Tillt works with art, integration and humour – in Gothenburg and 11 countries in Europe and the Middle East. During the anniversary celebrations, Tillt will conduct a number of projects on other social issues, assisted by an artist to provide creative inspiration.

**TRAFFIC & PUBLIC TRANSPORT AUTHORITY FLEXIBLE SERVICES**

The vision for 2021 is that people who require our services can travel by using our flexible transport services (green vehicles) and more accessible public transport. Every aspect, including the means of payment and design of vehicles and stops, will be accessible and meet travellers's needs for mobility and inclusivity.

**Traffic & Public Transport Authority, The Hisingen Bridge**

The Hisingen Bridge is not just a bridge. It provides a link between people and urban districts. It is part of the puzzle in a greater plan for urban development, a portal for shipping and a landmark for Gothenburg. The bridge will replace the existing Götaälvbron bridge and is scheduled for completion in 2021.

**TUKAN FÖRLAG**

The publishing company Tukan Förlag will create a beautiful photographic book that looks back over Gothenburg's 400-year history while offering a glimpse of what is to come.

**UNIVERSEUM SCIENCE CENTRE**

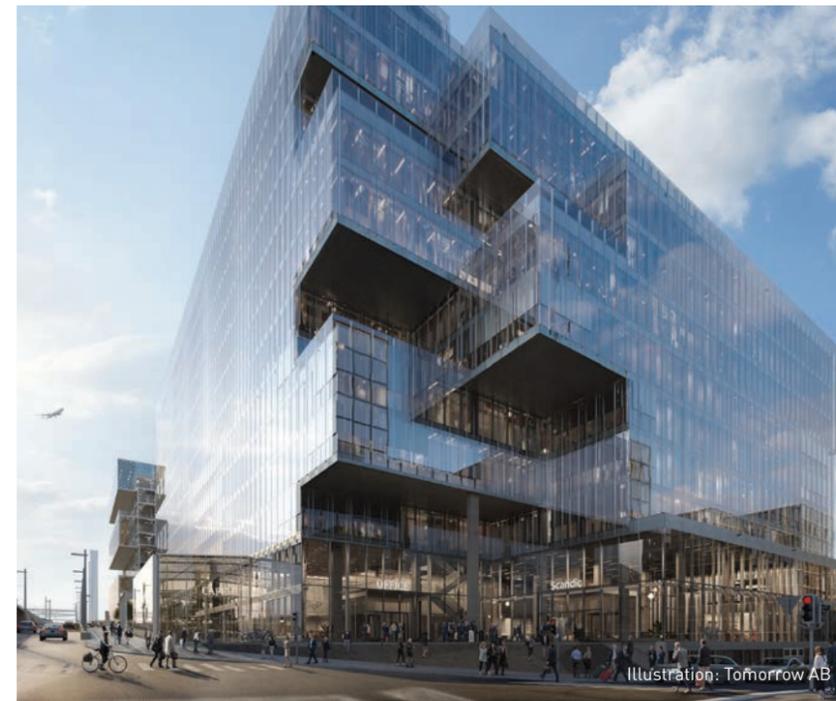
As part of the Knowledge and Enlightenment theme, the Universeum Science Centre and Gothenburg's Compulsory School Administration will collaborate more closely on the Future Ambassadors initiative. The idea is based on a suggestion made during the Open City 2012 consultation. The initiative will look first at the needs of schools and priority areas for development. One focus area will be the use of artificial intelligence (AI) and digitalisation to support students' learning. The aim is to find a long-term working approach that will be highlighted in 2021 and continue to develop over the following years.

**VIC SHIPBUILDING AND INDUSTRIAL HERITAGE CENTRE**

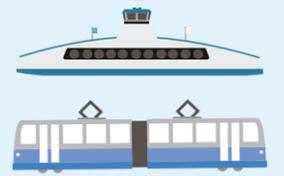
Gothenburg is the largest industrial city in the Nordic region. The history of Gothenburg and Sweden are directly linked to its industrial development. We need to nurture the industrial history of West Sweden and place it in the perspective of current and future developments. It is important that future generations learn about and benefit from this history. A pilot study for the project was completed on 31 December 2018. Construction will hopefully begin in time for Gothenburg's 400-year anniversary in 2021.

**WALLENSTAM**

Wallenstam is developing the Kallebäck's Terrasser area, to create around 1,800 homes and large commercial areas in a vibrant new area close to nature, within cycling distance of the city and giving access to the world beyond. In the popular district of Majorna, Wallenstam will also build 138 modern rental apartments for those who want to live close to the city. The ground floor will be designed to provide a welcoming setting, for example with a café or restaurant serving the area.

**VASAKRONAN, PLATINAN**

Vasakronan is continuing to build on the outward-looking history of Lilla Bommen. We are opening up the area and giving the people of Gothenburg access to the waterside. The Platinan complex will be completed in 2021, providing 60,000 square metres of hotel accommodation, offices and meeting facilities. Platinan will be the first new property to be built in the area, and the small harbour at the edge of the city will once again be a place where we encounter the new. [vasakronan.se/platinan](http://vasakronan.se/platinan)

**REGION VÄSTRA GÖTALAND**

Region Västra Götaland is involved in several initiatives that focus on public transport and culture, etc.

**VÄSTRA GÖTEBORG**

Västra Göteborg aims to become a socially sustainable district by 2021. The entire district will steadily become more socially and ecologically sustainable as a result of increased participation, collaboration and innovation with residents, associations, civil society and other stakeholders. Our aim is to create dynamic and healthy environments of the future where people can grow up, live, work and retire.

**WEST SWEDEN CHAMBER OF COMMERCE**

The West Sweden Chamber of Commerce is a platform and meeting place for consultation with businesses on the development and attractiveness of the city and region.

**WEST SWEDEN MILITARY HERITAGE SOCIETY**

The West Sweden Military Heritage Society wants to be involved in the preparations and celebrations for Gothenburg's 400-year anniversary.

**ÄLVSTRANDEN UTVECKLING**

Älvstranden Utveckling is realising the vision of "RiverCity Gothenburg – Open to the World" with interim targets for 2021 for areas such as Frihamnen harbour, Skeppsbron, Lindholmen and Masthuggskajen.

**ÖSTRA GÖTEBORG DISTRICT ADMINISTRATION**

Gothenburg's new cultural centre is being built at Rymdorget in Bergsjön. This will be a new meeting place for everyday life and an arena for the unique. A hub for creativity and curiosity with easy access to perform and experience culture in various forms.

# NEW WORKS OF ART CONNECT THE CITY



As part of the celebrations, the city and nature have been filled with exciting new artworks, and more are on the way.

Artscape, Land Art and a 21-kilometre art trail are among initiatives that are contributing to more art in the city in time for the anniversary. The ambition is to make this the best region in the world for street art – a geographical site and integrated concept that offers more

high-quality art than any similar metropolitan region in the world. Plans therefore include special measures and broad collaboration to coordinate street art throughout the city and link all the initiatives in the region. Make art your goal and discover the city on the way!

This is a selection of all the works of art that already exist or will be created in the city by the anniversary year in 2021. You can find more at [goteborg2021.com](http://goteborg2021.com)



**1 JENS THOMS IVARSSON**  
NUET (THE PRESENT)  
Hökålla, Norra Hisingen  
Bus/tram stop: Skogome, Dalagärde



**2 HELLE NEBELONG**  
HJÄRTATS VÄG  
(PATH OF THE HEART)  
Positivparken, Västra Göteborg  
Bus/tram stop: Positivgatan



**3 HENRIETTA KOZICA**  
Kulturhuset Kåken, Härlanda-Örgryte  
Bus/tram stop: Härlanda



**4 HUEMAN**  
Magasinsgatan, Centrum  
Bus/tram stop: Grönsakstorget



**5 ANAMARIETTA**  
Härlanda Park, Härlanda-Örgryte  
Bus/tram stop: Härlanda



**6 JARUS + RONE**  
Mandolingatan/Positivparken,  
Västra Göteborg  
Bus/tram stop: Positivgatan



**7 OLLIO**  
Bruksgatan 13, Majorna  
Bus/tram stop: Vagnhallen Majorna



**8 NATURE'S DUST**  
LIEFEN CARRERA  
Södra Larmgatan 1, Centrum  
Bus/tram stop: Grönsakstorget



**9 PANTANAL**  
RAFAEL ALENCAR  
Rosenlund, Centrum  
Bus/tram stop: Järntorget

Read more at  
[goteborg2021.com](http://goteborg2021.com)



## Anniversary organisation and collaboration

Göteborg & Co has the task of leading, coordinating, communicating, monitoring and refining the anniversary preparations through broad collaboration, in accordance with the instructions of the City Council.

**THE 2021 COUNCIL** is the steering committee for the anniversary and is responsible for the city's anniversary goals and progress towards the anniversary initiatives. They ensure that the anniversary values are followed, that the work stays on course, and prepare the annual anniversary plans and budget.

**PROJECT OWNERS AND RESPONSIBLE PROJECT MANAGERS.** Each anniversary initiative has a designated organisation as project owner. They are responsible for ensuring that the initiative develops in line with agreed targets and for organisation, financing and implementation.

**YOUTH REFERENCE GROUP – POWER TO THE YOUTH 2021.** The youth reference group was formed in 2014 for the Created by and including Young People focus year. The group has

developed since then and now calls itself Power to the Youth 2021. It works to improve young people's influence over the development of Gothenburg, and specifically the anniversary initiatives. The group works together to get young people's needs met in Gothenburg, right up to 2021 and beyond.

**COLLABORATION AND STEERING GROUPS.** A number of groups are responsible for the anniversary efforts and for collaboration. In addition to the project teams, several of the anniversary initiatives also have steering groups such as Democracy and Young Influence, the Side by Side anniversary camp, Your Place in the City, Rain Gothenburg and others.

Since 2018 the organisation has also been strengthened to improve focus on planning and implementing the programme for the anniversary year.

## MEMBERS OF THE 2021 COUNCIL



**Patrik Andersson,**  
Business Region Göteborg



**Babbs Edberg,**  
District Administrations



**Stefan Eglinger,**  
Traffic & Public Transport Authority



**Marianne Erlandsson,**  
Ecocycling and Water



**Michael Ivarson,**  
Social Resources Administration



**Henrik Kant,**  
City Planning Administration



**Ylva Löf,**  
City Executive Office



**Cornelia Lönnroth,**  
City Executive Office



**Helena Mehner,**  
City Executive Office



**Linda Nygren,**  
Parks and Landscapes Administration



**Marika Ogrelius,**  
Älvstranden Utveckling



**Anna Rosengren,**  
Cultural Affairs Administration



**Magnus Sigfusson,**  
City Executive Office



**Anders Söderberg,**  
Göteborg & Co, chair



## ANNIVERSARY STAFF

The anniversary staff act as the operational hub and drive the entire process forward in line with the anniversary vision. The staff are responsible for the ongoing development of the organisation, communications, plans, tools, guidelines, and for evaluating anniversary preparations in close collaboration with all stakeholders involved.

New forms of collaboration, networking and contacts are developed daily. Perhaps the organisation's most important task is to be receptive and to listen, to highlight others, see connections and possibilities, link businesses together and encourage new collective solutions.

- 1 Mia Samuelsson, artistic director
- 2 Alexandra Flinck, project coordinator
- 3 Eva Henricsson, process leader Knowledge and Enlightenment 2019
- 4 Emma Backman, digital communicator
- 5 Sofia Berntsson, development leader

- 6 Terese Carlsson, coordinator, PR and relations
- 7 Johanna Frejme, communications manager
- 8 Johan De Paoli, AD/graphic designer
- 9 Therese Brusberg, manager
- 10 Missing from the photo  
Malin Widehammar/Klara Holmin, coordinator, Youth reference group

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