



Contact:
Caroline Rossy
Communications and Operations Manager
Tel: 215-389-1776, Fax: 215-389-7701
Email: crossy@americanswedish.org

**Celebrate the Museum's 90th Anniversary
At the American Swedish Historical Museum's
Spring Ting Dinner and Auction
With Special Guest, Designer Gudrun Sjödén
Saturday, May 7th, 2016 at 6pm**

Philadelphia, PA- Join us for an evening of elegance, as the American Swedish Historical Museum holds its annual fundraiser, Spring Ting, on Saturday, May 7th, 2016. This event, which includes a silent auction, hors d'oeuvre reception and a delicious three-course dinner, is always a delightful way to spend the evening while at the same time helping to raise funds for the museum's exhibitions and educational programs. And this year, we are feeling especially festive as we celebrate the museum's 90th anniversary! We hope you can be here to celebrate with us, along with guest of honor, Swedish designer and pioneer of sustainable fashion Gudrun Sjödén.

Gudrun Sjödén has been at the forefront of Swedish women's fashion and textile design for over 40 years. Her clothing is known for its vibrant colors and patterns, many of which are inspired by nature. Gudrun's brand has also become synonymous with sustainability and respect for the natural environment, with focus on "green" work seeping through not only her textile production, but also into her retail spaces.

After studying and working in the fashion industry in the 1960s, she started her own collection in 1974, with her first brick and mortar store opening in 1976 in Stockholm. She now has retail locations not only in Sweden, but also in Germany, the UK, Norway, Finland and the United States.

What drives a fashion creator who has stayed at the heights of the industry for 40 years and for whom things just keep getting better and better? "The joy of the creative process itself, which never stops in my head," she says. The business concept has not changed from the early days in the 1960s: comfortable clothes made of natural materials that express a Nordic aesthetic.

To attend our Spring Ting event, please call the museum at (215) 389-1776 or purchase tickets online at www.americanswedish.org/calendar.htm. Ticket prices are \$90 for ASHM members, \$125 for Individuals, \$150 for Friends (1 ticket), \$300 for Patrons (2 tickets) and \$550 for



Gudrun Sjödén

Sponsors (4 tickets). **Seating is limited; please reserve your tickets by April 25, 2016.** For more information, please call the museum or email info@americanswedish.org.

For anyone who is not able to attend Spring Ting in person, we will also be holding an online auction during the two weeks prior to the event. It's a great chance to get something unique for yourself or to give as a gift. Choose from a wide array of items, including jewelry, gift certificates, tickets, travel packages and sports memorabilia. Check it out, beginning Friday, April 22nd, at www.biddingforgood.com/americanswedish, and bid to your hearts content knowing that whatever you spend will go towards raising funds for the ASHM.

The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's AT&T/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (Naval Base) can bring you right to the Museum.

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