

AMERICAN SWEDISH HISTORICAL MUSEUM

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-- FOR IMMEDIATE RELEASE --

“THE VIKINGS ARE COMING TO SOUTH PHILADELPHIA!” **FAMILY VIKING DAY** at the American Swedish Historical Museum!

Bring the whole family for a “Viking Day” of fun on **Saturday, May 21, 2011 from 1 to 4 pm** at the **American Swedish Historical Museum**, 1900 Pattison Avenue in South Philadelphia. Historically, Vikings (early Swedes, Danes and Norwegians) have been known for their fearsome warfare, but Viking Day at ASHM also reflects on the shipbuilding, trade, arts and culture of the Viking Age (A.D. 800-1100).

Have an encounter with these famous Norsemen when the re-enactors of The Longship Company Ltd. create a Viking encampment right on the museum’s grounds! Talk to the Vikings, and experience elements of their ancient life first-hand, including examining Viking weapons. Philadelphia’s own Viking Longship, *Norseman*, a 40-foot, half-size working model of Norway’s Gökstad Ship, will also be on view just outside the ASHM in FDR Park.

Family activity stations will encourage children to create their own Viking jewelry, original runestones, Viking-inspired creatures, and more. A highlight of the event will be a Viking talk-back station where visitors can respond to the way Vikings are portrayed in popular culture, from Hagar the Horrible, to the popular Capital One credit card commercials, to the forthcoming movie *Thor*, an interesting opportunity to reflect over what we really know about this often misunderstood culture.

Inside the museum the special exhibition *Knitting Along the Viking Trail* by Scandinavian artist Elsebeth Lavold is on display. Lavold’s interest in archaeology led her to explore remnants of the Viking era, adapting the motifs of Viking culture into knitted sweaters, hats, mittens, jackets, bags and pillows. The contemporary objects are juxtaposed with images and replicas of Viking artifacts, such as buckles, goblets, containers, and rune stone carvings.

In addition to this exciting exhibition and activities, Viking “treasures,” books and gifts will be available in the Museum store and refreshments will be sold. **Admission to “Viking Day” is free for children 4 or under, \$5 for children 5-14 and \$7 for adults (\$2 discount per person**

for ASHM members). Reservations are appreciated and can be done on-line at americanswedish.org/calendar.htm or by calling the museum at 215-389-1776.

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 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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Viking reenactors from The Longship Company Ltd. prepare for mock battle at the ASHM in South Philly.

1900 PATTISON AVENUE



PHILADELPHIA • PA 19145

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