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-- FOR IMMEDIATE RELEASE --

Photo opportunity - Royal visit!
Their Majesties King Carl XVI Gustaf and Queen Silvia of Sweden
and Mayor of Philadelphia, Michael A. Nutter
to visit the American Swedish Historical Museum
Friday, May 10th, 2013, 3:15pm-4:30pm



Photo by Bruno Ehms.

Philadelphia, 5/7/2013 – The dignitaries will visit the American Swedish Historical Museum (ASHM) in honor of the 375th Anniversary of the New Sweden Colony as well as for an exclusive look at ASHM's new special exhibition *Dressing Swedish: From Hazelius to Salander*.

The Royal visit to the museum will be an invitation only-event and not open to the public.

The 375th Anniversary celebrates an important piece of American and Swedish history. In 1638, before William Penn, the Swedes arrived in the Delaware Valley and founded the New Sweden Colony - the first European settlement in this area. Anyone interested in this time period is welcome to visit our *New Sweden Gallery* - free with museum admission. For more information about the exhibitions above, see page 2.

If you are interested in this photo opportunity, please contact ASHM's press contact, Lotta Nordin, at lnordin@americanswedish.org or at 215.389.1776. For more info about the museum, visit www.americanswedish.org.

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.

About the exhibitions

Dressing Swedish: From Hazelius to Salander (On view May, 2013)

Getting dressed is an everyday experience, for everyone, all over the world. Different styles of clothing express different kinds of identities. What does it mean to dress Swedish? How has this Swedishness developed over time? Folk costumes have become symbols for a nation, and signal affinity for a specific region. However, what does such symbolic Swedishness include? What does it not include?

In this special exhibition, curators Dr. Lizette Gradén and Dr. Charlotte Hyltén-Cavallius contribute to the topic of embodiment of culture and culture on display. Dressing Swedish offers costumes that speak to the rich diversity of the Swedish people, both past and present. Focused on Swedish and Swedish-American culture, the exhibition shows how cultural heritage is created—and recreated—through dressing and how Swedish designers working today have renewed and shared a purpose that builds on Sweden's traditional folk costumes, whether working in their own country or with global objectives. What will be on display is a portion of the Dressing Swedish: From Hazelius to Salander exhibition. The exhibition will be in ASHM's Grand Hall only for the month of May, so do not miss it!

Sven Gunnarsson and Jonas Nilsson New Sweden Gallery (permanent)

The gallery is dedicated to the New Sweden Colony and the earliest European settlements in the Delaware Valley. Central themes are Sweden's colonial vision, contact and trade with Lenape and Susquehannock Indians, leadership and expansion in the colony and the personal stories of Swedes and Finns who came to New Sweden between 1638-1700. The exhibition also explores the question of why the colony ultimately fell to the Dutch in 1655; the impact of William Penn and the influx of English Quakers on Swedish and Native American land; and the important role of former New Sweden colonists in laying out the city of Philadelphia.

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