

Press release
April 2017

***Vikingaliv – Stockholm’s new museum about the Viking Age opens April 29***

**Vikingaliv, Sweden’s first museum entirely dedicated to the Viking Age, opens on April 29. On 2,000 square meters in Wasahamnen on Djurgården, next to the Vasa Museum, the gates now open up to a dramatized tale of one of history’s most mythical time periods. Vikingaliv is an adventure and a journey experienced on the Viking Ride – Ragnfrid's Saga, as well as in the exhibition, museum shop, and restaurant Glöd.**

Vikings have become a hallmark of Nordic history worldwide. And interest seems greater than ever. In a playful manner, Vikingaliv illustrates the life of a Viking from various perspectives, based on facts and the very latest discoveries from the Viking Age.

The main attraction at Vikingaliv is Ragnfrid's Saga, an 11-minute long dramatized Viking Ride, offering visitors a thrilling and close account of life in the Viking Age, at home on the farm and around the world.

Vikingaliv also houses an exhibition, presenting a time when there were neither kingdoms nor parliaments ruling our society. Visitors will learn about the role of children and women, how the Vikings lived, what they cultivated and ate, and how they travelled. Central to the exhibition is the life-size Viking man, created using DNA from bones from the 10th century found in Sigtuna.

**Restaurant Glöd**Stockholm restaurateur **Anna Broms opens Restaurant Glöd in a modern Nordic setting at Vikingaliv. Dine in one of the city's prime locations, overlooking the inlet to Stockholm. All food is prepared from scratch, using carefully selected ingredients.**

Behind the initiative to Vikingaliv are the four founders and co-owners: Staffan Götestam, Director and Screenwriter; Fredrik Uhrström, Executive Chairman; LG Nilsson, Head of Design and Set Design; and CEO Ulf Larsson. Vikingaliv is a major private museum venture with an initial capital of SEK 110 million.

In connection with the opening, Elin Karlsson takes over as CEO. Elin has a background in culture, arts, and history, as well as in sales, HR and change process.

*– Vikingaliv is a great historical addition to Stockholm’s cultural life. Vikings are associated with Sweden worldwide and we’ll now be focusing on establishing this incredible museum, where facts and stories come together in a very exciting way, says Elin Karlsson, CEO Vikingaliv.*

**Opening hours and entrance fees:**

Open daily 10 am – 8 pm

From September 1, open daily 10 am – 5 pm

Entrance adults SEK 190, children 7–15 years SEK 120. Free entrance for children under the age of 7.

The Viking Ride, Ragnfrid's Saga, is recommended from the age of 7.

Vikingaliv opens on April 29, 2017, on Djurgårdsvägen 48.

For more information, visit [www.vikingaliv.se](http://www.vikingaliv.se/).

**Contact and press photos:**

Moa Abrahamsson Byström, Abby PR, moa@abbypr.se, +46 70 7912000.

Kicki Kollstedt, Vikingaliv, kicki@vikingaliv.se.