

PRESS RELEASE
Washington, D.C.
2004-04-21

Groundbreaking Ceremony for the House of Sweden and the New Embassy of Sweden on April 23, 2004

The construction phase of the House of Sweden in Washington, D.C. will now begin. With its modern design, the completed edifice will give a Scandinavian touch to Georgetown Harbour.

On Friday, April 23, 2004, at 1:00 pm, Ms Marita Ulvskog, Sweden's Minister for Culture, along with Washington, D.C. Mayor Anthony A. Williams, will break ground for the House of Sweden on 30th Street, N.W.

The House of Sweden, situated right in town, will become a perfect arena for the diplomatic process as well as for events, exhibitions, seminars and cultural activities open to the public. The site - on the bank of the Potomac River north of the John F. Kennedy Center for the Performing Arts, and next to Washington Harbour - is a perfect location for such purposes.

The design is the result of a major competition among Swedish architects which was won by architects Gert Wingardh and Tomas Hansen of the Swedish firm Wingardh Architects.

The House of Sweden project is managed by the Swedish National Property Board. The building, which will be inaugurated during the first half of 2006, is part of a project by U.S. developer Lano /Armada Harbourside L.L.C. High resolution pictures can be downloaded from www.sfv.se.

(You are welcome to attend the groundbreaking ceremony. You will find the site by following the 30th Street all the way to the waterfront of the Potomac River.)

For additional information, please contact:

Mr. Claes Thorson, Press Counselor, Embassy of Sweden
(202) 467-2655 cell (202) 413-2544

Samples of what has been already said about House of Sweden:

"From Sweden, a Glass Box That Holds Real promise ... If built as designed by Wingardh Architects of Sweden, the embassy would become an instant landmark, a simple yet sophisticated symbol of internationalism and openness on one of Washington's loveliest and most visible site..."

(The Washington Post, February 13, 2003)

"The Commission is delighted with the prospect of the Swedish Government commissioning a notable design for this building on one of the city's most scenic and historic locations."

(Harry G. Robinson III, Chairman, the Commission of Fine Arts, April 4, 2003)

"... Sweden will finally have a special place indeed to call home."

(The Georgetowner, February 20, 2003)