



Explore our part of Sweden this summer.



More tables in West Sweden for The Edible Country

The Edible Country campaign was launched last winter, promoting DIY dining in fantastic natural surroundings. The first West Swedish table in this national campaign was placed on the island of Ramsvikslandet in Bohuslän. Now it's also possible to book tables where you can make your own dinner al fresco, in Norrqvarn near the Göta Canal, and at Gunnebo House & Gardens in Mölndal outside Gothenburg.

[READ MORE ABOUT THE TABLES AND THE EDIBLE COUNTRY HERE](#)



Get a glimpse of West Sweden Action Weeks - check out the video above

West Sweden Action Weeks bring together a series of races for running, canoeing, cycling, swimming, and roller-skiing enthusiasts of all ages and abilities. Give yourself a real challenge later on this summer, and sign up for one or several of the races, which take place between 3 August and 1 September.

WEST SWEDEN ACTION WEEKS - THIS IS HOW IT WORKS



Leave your iPad at home - try camping in Bohuslän

Camping is for people who want to breathe in the fresh sea air and enjoy delicious seafood. People who go searching for hidden coves among the rocks. Those who want to escape, get a complete change of scene and discover new hidden gems. You can do all this when you stay on a campsite in Bohuslän, on the west coast, north of Gothenburg . And above all, camping is for people who like spending time with friends and family.

THIS IS WHY YOU SHOULD TRY CAMPING

Design inspired by nature

Swedish design is largely characterized by clean lines and functionality, which have inspired many of West Sweden's most celebrated designers and architects. This is not the whole story, however. When you look a little closer, there are clear influences from the golden carfields on the plains, the intense blue of the coast and the magic of the wilderness. It is unmistakably Swedish design, but with a touch of West Sweden added.

TEXT BY JESSE YRBERG

Sweden has not been at war for the past 200 years. We have a well-fine state that was designed to be functional. Our progressive social culture have given us no proprietary laws, scheduled coffee breaks at work, and an unusually strong confidence in government agencies.

We also have the right of public access to land, which brings us closer to nature than any other country. The products we design are intended to be used every minute and there a deep respect for nature, rather than being kept behind glass or put on a pedestal. Wood, glass and metals are just a few of the materials used for created objects - taken from nature and put to good use.

These aspects have all helped to make Swedish design what it is: simple, unadorned, and functionally engaged. There is a natural balance to our design. Not so strange really, in this lush country of moderation.

BUILT INSPIRED BY SWEDEN:
It's clear that the unique natural environment in this part of the country is behind many a great success story. Several of Sweden's biggest design exporters come from West Sweden, perhaps the best known being Volvo.

The company has attracted world-wide attention for design ever since 1927, when the first Volvo car rolled out of the factory in Gothenburg. The concept is clearly recognizable, simple, functional and adapted to Swedish nature. The design team for the new XC90 model literally went to the sea looking for inspiration, and found it in the grain of driftwood that was used as a pattern for certain wooden panels in the car. You can see the echo of the Volvo group's evolution over the decades at the Volvo Museum in Gothenburg. There you will also find Axel Frax, one of the country's top designers when it comes to design and interior. Gunn Wingkull is an architect who is not afraid to stick his neck out. Some of his award-winning works are found here, including Universitet and Högskolan in Gothenburg Science Park. Kenjo's unique design and smart photovoltaic solutions make the Chalmers building into a real friend of the earth, as well as being one of the most photographed buildings in the city.

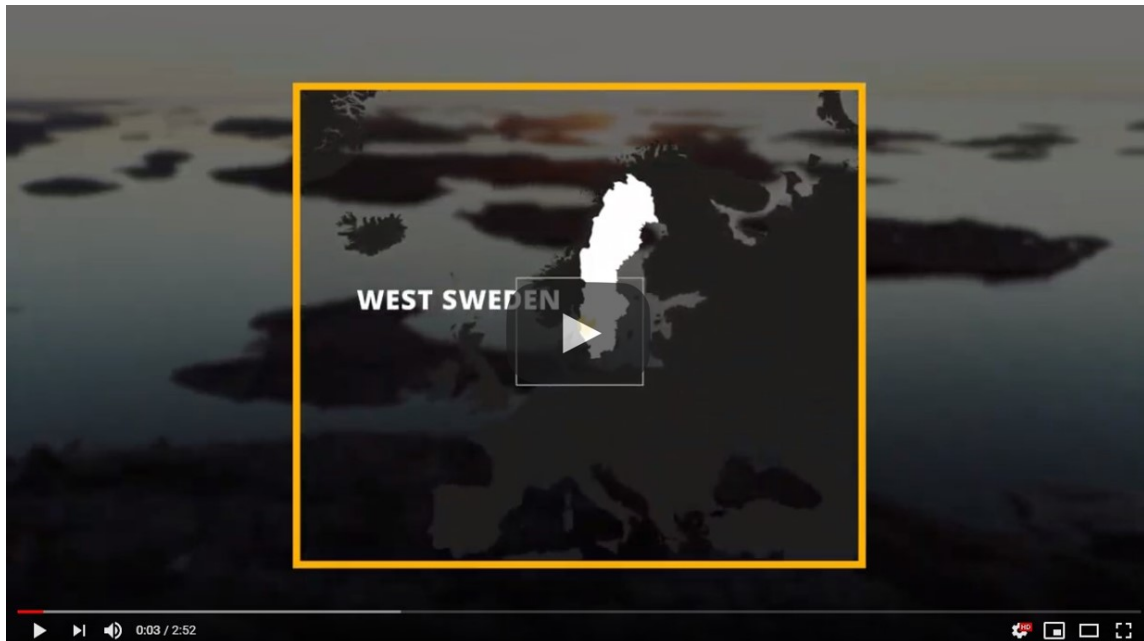
NATURAL ARCHITECTURE
Another example of wonderful architecture that attracts international interest is the Natursam Västernorrland next to the heritage museum of Luleå, on the north border of Lake Vänern, not far from Luleå. With its rustic wood and simple facade, inspired by the light, airy roads and run throughout the Västernorrland, this beautiful building almost disappears into its natural surroundings.

DESIGN EXPORTERS IN WEST SWEDEN
5

Kulturista - Your guide to design and architecture in West Sweden

Kulturista is the magazine which, with descriptive reportage and stunning visual content, presents experiences and places showcasing West Swedish design and architecture. Come with to the porcelain town of Lidköping, the textile city of Borås, the wooden town of Hjo and lots more!

READ KULTURISTA HERE



Watch the new film about West Sweden

The West Sweden Tourist Board has put together a new film about West Sweden. It's in English, and the title is "We are West Sweden - and yours to discover". The film consists of material that was in part filmed by professional photographers, but also by media influencers who have visited our region. For 2 minutes and 52 seconds you'll get a really wonderful taster of what you can experience when you visit West Sweden.

WATCH THE WEST SWEDEN FILM HERE



This is what the world says about West Sweden

Every year the West Swedish Tourist Board hosts over 100 visits from international journalists and influencers who work within the Tourist Board's focus areas of food, nature and culture. These enjoyable visits always generate TV coverage, newspaper articles, blog content and social media posts. In this way news about West Sweden and everything that can be experienced here gets spread all over the world.

WATCH WHAT THE WORLD SAYS ABOUT WEST SWEDEN HERE



West Pride - a cultural event proclaiming the diversity of human expression

This year's West Pride in Gothenburg will take place between 12-16 June. West Pride is an annual LGBTQ festival that proclaims the diversity of human expression and creates meeting places for discussion, reflection and extending understanding. Various art and cultural events promote an open and tolerant social climate in Gothenburg and West Sweden. During the festival Gothenburg bubbles over with a unique mix of music, song, dance, theatre, films, parties and exhibitions. It all culminates in a vibrant Rainbow Parade through the city.

WEST PRIDE



World class golf outside Gothenburg at the end of August

From 22-25 August the European Tour will arrive in Mölndal, just outside Gothenburg. The Hills Golf Club will host the Scandinavian Invitation, which is the biggest golf tournament in Scandinavia. In 2018 Paul Waring from the UK claimed victory after a really exciting playoff. Who will win this year? Travel to Gothenburg and see for yourself!

SCANDINAVIAN INVITATION - FACTS



Lysekil Women's Match – this year's Women's Match Racing World Championship

Anyone interested in sailing should head to Lysekil from 5-10 August, when the Lysekil Women's Match will take place! Since it started in 2004 the Lysekil Women's Match has won a reputation as one of the foremost match race regattas in the world, and in 2019 the race will also be the official World Championship, the most prestigious title there is in match racing.

LYSEKIL WOMEN'S MATCH**MEET THE LOCALS - Discover the island of Tjörn with Susanne**

Go hiking and biking with Susanne on the island of Tjörn. Her family has lived on Tjörn since the 17th century, so what she doesn't know about the island isn't worth knowing! Amongst other things you can visit a silversmith with Susanne, and a church with a farm nearby, Mällby, where you can buy freshly laid eggs. Watch the film above if you'd like to get to know a bit more about her.

[READ MORE ABOUT SUSANNE HERE](#)

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