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# MONEY ON THE WALL: ANDY WARHOL

18.10 2024 – 27.4 2025

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*Money on the Wall focuses on one of Andy Warhol's most recurring themes: money. In the exhibition, visitors get a unique opportunity to gain a deeper understanding of Warhol's artistry and its connection to economics and society.*

In connection with the exhibition, Spritmuseum has the great pleasure of exhibiting the rediscovered artwork *Absolut Warhol (The Blue Version)* for the very first time.

The painting, one of two versions commissioned in 1985 by Absolut Vodka, was forgotten and finally rediscovered 30 years later. Since 2020, the artwork is reincorporated with the Absolut Art Collection.

Andy Warhol, *Absolut Warhol (blue)*, 1985, Absolut Art Collection © 2024 The Andy Warhol Foundation for the Visual Arts, Inc. / Licensed by Artists Rights Society (ARS), New York



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# TRUE CRIME

23.11 2023 – 27.10 2024

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*During the Prohibition era, moonshining, smuggling, and illicit alcohol distribution were considered some of the biggest social issues. As a result, extensive governmental alcohol restrictions were introduced. But the more prohibitions, the more desirable alcohol became.*

In the exhibition, True Crime, you get a unique opportunity to travel through the history of Sweden in the 1920s and 1930s. Stories, photos, and artifacts describe how home distillers, tricksters, and alcohol marauders used their creativity to circumvent the strict alcohol regulations. True Crime highlights various cases, such as the moonshiner whose distillery exploded on Västerlånggatan in Gamla Stan, or the smuggler who installed a fog machine on his ship to use fog curtains and deceive customs.

## TASTING TRAY

*At the bar, you'll find our tasting tray featuring several of the beverages consumed during the prohibition era.*



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# GUIDE TO SWEDEN: SPIRITS OF A NATION

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*Breaking with age-old traditions, the modern Swede drinks more beer and wine than spirits. Throughout the two floors of the exhibition, you will experience videos, scents and sounds, allowing you to immerse yourself in everything from the art of making alcohol to a drunken night followed by the inevitable hangover. The exhibition airs out old habits and challenges preconceived notions.*

## SPIRITS OF THE WORLD

Take a closer look at the tree sprouting glass bottles. Here you find an apple, an ear of corn, a bunch of grapes, a sugar cane, wheat, corn and potato. Most plants rich in sugar can be used to make spirits through distilling.



## WHERE TO DRAW THE LINE

When do you think it's ok to drink, and when isn't it? Norms change with the times. Using spirits as a fortifying drink during hunting and stalking prey is an old tradition being challenged in modern society. For many who lived in feudal Sweden, every working day started with a drink – and babies with stomach aches were given handkerchiefs soaked in liquor to suck on.

## CHEERS!

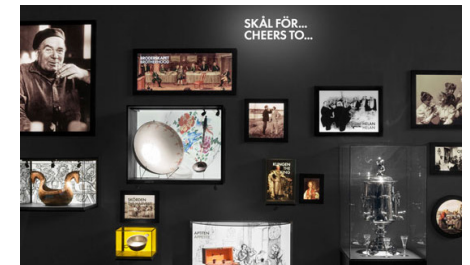
Toasting is steeped in traditions, but the Swedish term “skål” actually just means “bowl”. This is because spirits were once shared and drunk from a single bowl – a tradition which survived all the way to the 1800s. Click the photos on the screen to read more about toasting traditions, drinking songs, and love.

## SING!

Listen and even sing along to traditional drinking songs in the mobile home! The Swedes have an age-old tradition of singing with their schnapps, especially at midsummer, summer crayfish parties, and Christmas. The most popular songs are short and catchy, with an amusing twist at the end. Spritmuseum hosts the Swedish championships of schnapps-songs every year.

## BACCHUS, THE LARGE COPPER STILL STILL BY THE STAIRS

Stronger drinks such as vodka, whiskey and other spirits are produced by distilling. Bacchus is the large copper still





tell the difference between aged whiskey and rum. The big copper still was used by Vin & Sprit to produce the first Swedish whiskey – Skeppet, named after the sunken warship Vasa.



still which produced spirits for all of Sweden during 106 years. Watch the video to learn more about distilling. Next to Bacchus, you can read about the “King of Spirits” LO Smith, Absolut Vodka, flavoring and purification. Go ahead and smell everything from fusel and castoreum to cumin and St John’s wort.

**FOR BETTER OR FOR WORSE – THE WALL EXHIBIT**

Why do we drink? Alcohol is consumed during good times and bad. Here, you can clearly see the contrasts. Take a look at the “bandy briefcase” – the bag used by sports fans to bring drinks to popular bandy games. Or why not the liquor dispenser? The screen tells you more about the objects, and the different roles spirits play in our lives.

**AGEING – BEHIND THE PLANKS**

Ageing gives the beverage both color and flavor. Take a minute to see if you can

**SPRITMUSEUM**  
& ABSOLUT ART COLLECTION

**TASTING TRAY**

Are you in the mood for some Swedish drinks? Head to the bar for a tasting tray with three schnapps and an arrak punch.



**GUIDE & MAP**  
**MUSEUM OF SPIRITS:**  
**Spirits, Art, Culture.**

