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# REDISCOVER ABSOLUT ART COLLECTION

1.10 2022 – 2.5 2023

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*In 2022, Spritmuseum and Absolut Art Collection celebrates ten years on Djurgården.*

We are celebrating by allowing a younger generation of art educators working at Spritmuseum, who were themselves children when the Absolut Art Collection came to be, to pick out their favourites from the Collection. The result is REDISCOVER, an exhibition which fills the room floor to ceiling with almost 90 artworks.

Our art educators have opted to view the Collection through a nostalgic lens and to focus on the bright side of the 1980's and 1990's. The exhibition includes renowned as well as lesser known artist, modern and classical styles, large and small formats. It is a time capsule reflecting an era that has passed and a society that has changed.

## TASTING TRAY

*In the bar you will find our tasting tray with four samples of Absolut Vodka.*



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# BEER!

17.11 2022 – 29.10 2023

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*From around fifty to over five hundred breweries in just ten years! In short order, Sweden has become one of the most brewery-dense countries on Earth, on a per capita basis. How did this journey begin and what does the Swedish beer scene look like today?*

The show highlights current beer trends and beer styles. Swedish brewers share their trend predictions. We provide a crash course in beer production and flavouring. How does beer get its colour and flavour? What are malt and hops? What all-Swedish malt and hops types are out there? We touch on Swedish beer history, looking at beer as a social lubricant, a lifesaver, an explosive political issue and a source of identity for Vikings, nuns, football fans, hipsters and many others.

## TASTING TRAY

*In the bar you will find our tasting tray with four different beers from Swedish craft breweries.*



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# GUIDE TO SWEDEN: SPIRITS OF A NATION

*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 BY THE STAIRS

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





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.

### Upstairs

#### DISPLAY WINDOW

Here you will find the story of Systembolaget, the state-owned alcohol monopoly, and the red, anxiety-inducing light. Learn about motboken, the alcohol rationing book used during the first half of the 20th century. If you were unemployed, you weren't entitled to a book, nor were most women.

#### QUIZ

The bar has more than clinking glasses – you can also find a quiz there. The theme is alcohol as seen in movies and on TV. Don't miss out on the hangover-room behind the bar.

#### WINTER

In the room with the blue light, you can lie down in a pile of snow and study the intoxication cycle – from stone cold sober to under the table.

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.

