

Umeå 2014

The coordination project of Umeå2014 aims to create a lively Capital of Culture Year, using co-creation as a tool for everyone's involvement in creating culture projects and activities in Umeå and other parts of the North of Sweden during the year. The overall theme for Umeå2014 is culture-driven growth and is a part of a long-term strategy for Umeå.

The capital of culture year is divided in eight seasons that embody the Sami's calendar, the EU's only indigenous people. Every season has its own character and traits, just like the activities that is planned during the European Capital of Culture year.

The complete capital of culture year will comprise hundreds of projects, among them main projects, festivals and free-standing programme activities. Certain projects and activities will reoccur every season and the programme is in constant change.



Guitars – the Museum

Umeå brothers Samuel and Michael Åhdén hold one of the world's finest privately owned collection of guitars. Now the whole world has a chance to see it at Guitars - The Museum in Umeå who opened 1th of February 2014.

The museum houses about 500 exhibits altogether. The house also features the cutting-edge music scene of Sweden (Scharinska), a music store (4sound), vintage record store (Garageland) and a restaurant and bar.

The museum have recognized huge interest from international media and have been covered in The Times, The Guardian, The Guitarist etc.



Guitars as a tool for culture-driven growth

Guitars – the Museum is a unique museum who attracts visitors from all around the world.

Umeå has a opportunity to create a cluster around Guitars – the Museum to increase the value for incoming tourists, as well as creating jobs and growth for Umeå. This work is in a starting-up phase.

Guitars – the Museum also increases the chances to have non-stop flights to major European airports directly from Umeå, which would be beneficial for both the local business life and the tourist sector.

The overall theme for Umeå2014 is culture-driven growth and is a part of a long-term strategy for Umeå. Guitars – the Museum is a major piece in this work for the future.

