

Stockholm's creative reputation, magnet for talent

Written by Johan Nylander

Sunday, 17 February 2013 08:56 - Last Updated Sunday, 17 February 2013 09:19



- [Stockholm outlook 2013: special highlights](#)

>> SEE ALL JOBS FOR ENGLISH SPEAKERS IN SWEDEN - [CLICK HERE](#)

It doesn't matter if it's fashion, literature or music – Stockholm's creative industries are making a huge global impact.

With the likes of Stieg Larsson, H&M and Spotify leading the Swedish march, it's not surprising that the world is craving more creations out of Stockholm.

"The creative industries enrich each other and act as a magnet for other industries," said Jeanette von Arnold, project manager for Creative Industries at Stockholm Business Region. "This is definitely an advantage for Stockholm."

Von Arnold said that like other sectors, the creative industry is starting to emphasise the importance of environmental products.

"I see this trend in the fashion industry as well as in film productions where the need for green studios is a re-occurring question and a desire within the industry.

So what's happening in the Stockholm creative scene at the moment?

During the spring this year the Swedish Music Hall of Fame and The ABBA Museum will open here, giving us an exciting new attraction for visitors. The museum will tell the Swedish music history and the success story of ABBA.

"I would say that Stockholm is, thanks to Stieg Larsson with his Millennium trilogy and our internationally famous actors and directors - Lasse Hallström for instance - a hot spot for crime films. Malik Bendjelloul, who has been nominated for an Academy Award for his documentary "Searching for Sugar Man", has opened up yet another door for us," von Arnold said.

"We are working hard on promoting Stockholm as the place to be for filming and producing, a creative region with a great quality of life and as a place which is a magnet for talent.

"Naturally, this is helped by our gaming industry which has really put Stockholm on the global map," added von Arnold.

Stockholm's creative reputation, magnet for talent

Written by Johan Nylander

Sunday, 17 February 2013 08:56 - Last Updated Sunday, 17 February 2013 09:19

Stockholm also hosts the Mercedes Benz Fashion Week twice a year (the next one is 28-30 January) which attracts the international press and the Stockholm Design Week which coincides with the Stockholm Furniture and Light fair. During this week the entire city is filled with design events and exhibitions.

As well as established Swedish brands performing well in the global market, there are also many new companies waiting to follow their lead.

Up-to-date statistics are still to come in, but trade data shows that the creative industries grew even during the financial crisis. The music industry's turnover grew by 35 percent between 2006-2010. The film industry had an increased turnover of 23 percent and the gaming industry's turnover grew with the staggering 100 percent during the same period.

>> SEE ALL JOBS FOR ENGLISH SPEAKERS IN SWEDEN - [CLICK HERE](#)

- - -

This article was published in collaboration with [Stockholm Business Region](#).

More news about Stockholm?

Subscribe to [Invest in Stockholm Newsletter](#) today.

Stockholm
Business Region
Development

in collaboration with
THE SWEDISH WIRE