Pick a story!

DISCOVER MALMÖ AND SKÅNE
Welcome

To the city of Malmö and to the southernmost region of Sweden, Skåne. We are incredibly honoured and excited to be hosting the Eurovision Song Contest 2013!

May 6-18 is a time we have all been looking forward to. From the contest at Malmö Arena, to the crowds watching breathlessly on big screens across the city or in their own homes, the excitement of Eurovision can be felt everywhere. We are one! It is with great pride that we announce our ambition to make Malmö “Europe’s Green Room” by creating as little strain on the environment as possible. The region of Skåne and the city of Malmö have long been frontrunners when it comes to sustainable development, and we are conducting the Eurovision Song Contest in accordance with the ISO 20121 sustainability certification to make sure we honour that tradition. Like great music, sustainability comes from people making a joint effort. So feel free to enjoy the tap water stations, make use of the waste sorting facilities provided, and join us in making a difference while having a great time.

We hope that you will take some time out from a busy timetable of press conferences and rehearsals to explore our great city and region. Malmö, a once run-down industrial town that has transformed itself into a green trendsetter with a vibrant cultural scene, offers plenty of events and opportunities during the Eurovision week. And Skåne, the southernmost and most fertile region of Sweden, is the perfect getaway for foodies and golf lovers alike. This leaflet contains some suggestions and inspiration, do not hesitate to contact the staff of the press centre to find out more. Skåne and Malmö welcomes you to make new discoveries!

Pia Kinhult, First Governor of Region Skåne
Ilmar Reepalu, Mayor of Malmö

Skåne & Malmö welcomes you to make new discoveries!
This year's Eurovision takes place in a city of culture, conscience and contrast! Malmö has a sprawling local art- and music scene, is a front-runner in environmentally friendly city planning, and prides itself on being a melting pot with over 175 different nationalities living here.

We’ve gathered some interesting angles from which to approach the city. Feel free to make use of the press texts on the attached USB flash drive. Or why not go exploring? Any member of the press staff will be happy to organize an interview or outing on any of the themes in this folder.

We look forward to helping you!
**EUROPE’S GREEN ROOM**

We like to think of Malmö as Europe’s Green Room! Eco-friendly city developments in places like Västra Hamnen and Hyllie have helped put Malmö on the map internationally, and of course our arrangements for the 2013 ESC are ISO certified for sustainability. Find out more about ‘green roofs’, city buses running on household waste and much more.

**THE PEOPLE’S PARK**

Right in the middle of Malmö’s bohemian Möllevången area is Folkets Park – The People’s Park – a unique combination of park, live venue, amusement park, zoo, art gallery and night spot. The park also houses some of the hottest venues for Eurovision events. Well worth a visit.

**THE MUSIC OF MALMÖ**

Whether the Eurovision Song Contest is in town or not, Malmö is a city of music. There are many great local bands and venues, and the city also has a great tradition for outdoor music and urban festivals. Find out more from the people who organise events like the Öresund Festival and The Malmö Festival.

**LGBT MALMÖ**

The gay scene in Malmö is heating up for Eurovision. Not only is one of Gothenburg’s most popular ‘straight friendly’ bars, Bee Bar, opening up a brand new bar and restaurant in Malmö, the city’s longest running gay club WÖNK is turning the venue Amiralen in Folkets Park into a week-long party.

**MADE IN MALMÖ**

Malmö is known for innovation in design and fashion. One example is Common, a young fashion duo using only local and sustainable materials, who’ve just won ELLE’s ‘Best new brand of the year’. Another is Hövding, the Malmö based company who came up with the outfit-friendly invisible bike helmet!

**THE TRANSFORMATION OF MALMÖ**

Malmö has gone through an incredible change in the last 20 years. From run-down industrial town in the 80s, it has reinvented itself and found new strengths in environmental innovation, education, culture and tourism. Why not find out more about the inspiring history of Malmö?

**THE ART SCENE AND MALMÖ NORDIC**

Starting May 3, Malmö is home to a major art event. The Malmö Nordic project represents a unique collaboration between Malmö’s major art institutions and galleries, and presents a variety of exhibitions – all on the theme of Nordic contemporary art. Ask for a guided tour, or simply enjoy the art spilling into the streets.
Discover Skåne

Most of the best best things in life can be found in Skåne, the southernmost part of Sweden. The region with its 1.3 million inhabitants is a part of Europe’s most exciting and dynamic region: Öresund. Here, you are close to everything from bustling city life to small picturesque towns and a captivating rural landscape.

We have gathered some stories that represent our exciting cultural history as well as Skåne of today - a dynamic and expansive region that revolves around innovation, knowledge and culture. The attached USB contains the complete stories. Feel free to use the inspiring texts any way you like and please contact the press contacts if you desire more information.

We wish you a truly magnificent and inspiring stay here in Skåne.
take a walk in the King’s own Garden

A whole host of royals have spent their summers at Sofiero Castle, in Helsingborg. One of them was the former king, Gustaf VI Adolf, who was interested in horticulture and, in particular, the cultivation of rhododendrons. Today, you can walk in his castle gardens amongst some 10,000 rhododendron plants. Both the castle and the gardens are open to the public.

new technology can predict ESC results

Several companies in Malmö are working to develop software with artificial intelligence. One such company, Saplo, has created a technology that can predict the winner of the Eurovision Song Contest. By analysing the words in millions of articles and tweets, the system can teach itself to predict outcomes to events. Amongst other things, Saplo has used this technology to predict the outcome of the American presidential elections.

two countries connected by one bridge

Thanks to the Öresund Bridge, Skåne now forms part of the largest labour market in the Nordics. There are eleven universities and colleges in the region and businesses have profiled themselves in knowledge-intensive industries such as biotechnology and medicine. 17,000 people commute every day to work and study in the neighbouring countries.

giant microscope built outside Lund

Researchers from all across Europe will soon be able to study some of the universe’s smallest elements in the European Spallation Source, ESS and MAXIV research facilities, on the outskirts of Lund. The giant microscopes are expected to provide new insights into everything from how the body reacts to medicines to contents of ancient Roman vases. This will place Sweden in a class of its own when it comes to research and nanotechnology.

murder from Skåne in high demand

The Scandi crime sub-genre has become something of an international trend. Both books and films about Swedish murders have become international sales successes. The recording of another six new Wallander films was recently completed in Ystad and, in Malmö, the recording of the second season of “The Bridge” is underway.

mysterious stone ship continues to mystify

The 59 boulders are placed in the shape of a ship and were erected on high ground close to Kåseberga harbour. Nobody knows who placed them there or why they did so. The prehistoric monument, called Ales stenar (Ale’s Stones), still mystifies scientists and fascinates hundreds of thousands of visitors each year.

festive tennis tournament in Båstad

Tennis, horse riding and golf. Summer is the big sporting season in Skåne. Båstad fills up with 200 000 visitors During the Swedish Open. But not just for the sake of tennis. Celebrities, beach life and champagne are just as important ingredients during the “Tennis Week”.

CHECK OUT THE USB FOR COMPLETE STORIES AND PRESS CONTACTS.
USEFUL SITES:
www.skane.com/eurovision/press
www.malmotown.com/en-press