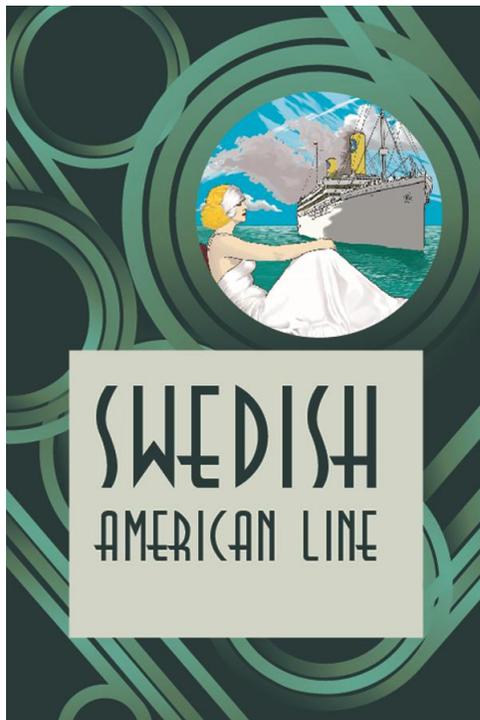




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– FOR IMMEDIATE RELEASE –

**Get Swept Away on the Swedish American Line
Exhibition opening August 2nd, 2012 at 5:30pm
At the American Swedish Historical Museum
On View August 2, 2012 through February 24, 2013**



Beauty, comfort, entertainment, and style. From 1915–1975, the Swedish American Line (SAL) offered its passengers all of this and more. From its early days as a passenger fleet for immigrants to its lavish “Around the World” cruises of the 1960s, SAL played an important role in connecting Scandinavia and America. This exhibition offers visitors a rare glimpse into the “White Viking Fleet’s” history on the high seas, its exquisite style, and stories from people who remember it all.

The objects that make up this marvelous exhibition represent the work of Torsten Torstensson, who has one of the largest collections of Swedish American Line memorabilia in the world. Torsten, who was trained as an archivist, began collecting emigration period materials while conducting research on his relatives who immigrated to the United States in the 19th century. His research and collecting inevitably brought him to the Swedish American Line and to all the wonderful souvenirs, keepsakes, and other pieces of material culture that the “White Viking Fleet” left behind (usually by way of former passengers) when it closed in 1975.

Collecting beautiful and interesting things from the Swedish American Line is made somewhat easier by the fact that during its time (1915-1975) the company was utterly committed to quality. Fine China, gorgeous interiors detailed by famous designers, Orffors and Kosta crystal, and even the officer’s uniforms were all top of the line products. Whether setting an elegant dinner table or properly stocking the children’s game room, SAL and the on-board staff made sure that passengers had what they needed to be comfortable.

Of the fleet’s six decades of service Torsten says, “This company created a bridge between our two countries. SAL was an excellent ambassador of Swedish technique, culture, service, and art”. The SAL also served as a meeting place for Swedes and Swedish Americans, as they sailed between Göteborg and New York, where friendships and lasting connections were made. Over the past year, ASHM has collected stories and photographs from former passengers, whose memories will serve as a supplement to the unique collection on display.

The exhibition opens on Thursday, August 2nd, 2012 at 5:30pm. Refreshments will be served and collector Torsten Torstensson will give a presentation at 6pm. The opening is free with museum admission. For more information, please visit our website www.americanswedish.org or call (215) 389-1776.

The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's AT&T/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (Naval Base) can bring you right to the Museum.

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