FOR IMMEDIATE RELEASE

Spring into the New!

Three New Exhibitions at the American Swedish Historical Museum

*The Sami People of Alaska* and *Sami Walking with Reindeer,* opening April 14

*Enchanting Transparency,* the ASHM’s Swedish Glass Collection, now on view

---

**Philadelphia, PA**—Spring is time to refresh, a time for out with the old and in with the new. In that spirit, the American Swedish Historical Museum is excited to announce our spring exhibitions, *The Sami Reindeer People of Alaska* and *Sami—Walking with Reindeer,* along with a new permanent exhibit, *Enchanting Transparency,* featuring the Museum’s collection of Swedish glass, now on view in the renovated Linneaus Kalm Gallery.

Opening April 14 and on view through August 26, 2018, *The Sami Reindeer People of Alaska* and *Sami—Walking with Reindeer* both explore the story of the Sami (the indigenous people of Scandinavia) journeying to North America 100 years ago, as well as those living in Scandinavia today.

The indigenous peoples of northern Scandinavia—the Sami—offer a cultural lens for exploring the themes of home and heritage. *The Sami Reindeer People of Alaska,* borrowed from the Sami Cultural Center of North America in Minnesota, challenges notions of where people come from and how they identify themselves as they journey to new lands. *The Sami Reindeer People of Alaska* takes us alongside Sami families traveling 10,000 miles to Alaska during the 1890s. As part of a U.S.-sponsored effort to introduce domesticated reindeer to Alaska, these families journeyed by boat, train, and sledge to settle themselves and their reindeer in a familiar environment but strange country.

The exhibition’s twenty historic photographs introduce us to these intrepid ‘Alaskan Sami’ families while historic artifacts and traditional dress more broadly illustrate the heritage of the Sami in their...
native land and those who made Alaska their new home. Visitors and their families can even explore a recreated Sami-American home as they walk into a fully-furnished and interactive lavvu tent.

Acclaimed National Geographic photographer Erika Larsen provides striking snapshots of the day-to-day lives of modern reindeer-herding families in Norway and Sweden in *Sami—Walking with Reindeer*. For four years, Erika worked as a beaga (housekeeper) among the reindeer-herding families. From her intimate vantage point, Erika immersed herself in the culture, language, and land of the northern Sami. Her work gives us an intimate peek into the beautiful, bloody realities of reindeer herding.

Erika also reminds us that Sami life extends far past the reindeer. Her striking color photographs illuminate Sami connections with their past, their environment, and with each other. These tender images show quieter moments of life in the far north: a child with his dog, a Sami tent (laavu) alone before the Northern Lights, and a baby nestled in a wooden cradle. Although an outsider to their culture, Erika sees her Sami family as teachers. She notes, “Through the Sami I hope to better understand our role as stewards of the earth. It is inevitable when spending time in a more nature-based culture that one must recognize the cycles of life and death and therefore begin to evaluate man’s role within this circle.”

Join us for the opening of both Sami exhibits on April 14 from 12-4pm. Visitors will experience a day of cultural learning that includes live reindeer, samples of Sami recipes prepared by Chef Henrik Ringbom, an indoor aurora borealis, and family activities, as well as a lecture and musical yoik performance by representatives from the Sami Cultural Center of North America. All activities are included with general admission.

And now open, in *Enchanting Transparency*, the ASHM is celebrating the proud history of Scandinavian glass in its renovated Linnaeus-Kalm Gallery. Explore 300 years of glass production and the companies who launched their products into households around the world. See photographs and sketches from the 20th century artists and artisans who brought Swedish glass to global fame.

Most importantly, though, find the magic within these everyday objects. Time seems to stop as each engraved vase, decanter, and bottle transforms in a flash of light into scenes of enchantment and wonder. Fantastic creatures prowl across shady forests. A spider weaves her web between slender leaves. Divers in the deep plunge for pearls. And—in a true masterpiece of the 1920s—a fashionable woman holds up her prize cactus in a trellised exhibition hall. Like the artists who transformed everyday glass, become lost within this magical material. Learn to step back to look at glass, not through it, to appreciate all its enchanting transparency.

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.

###