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-- FOR IMMEDIATE RELEASE --

Experience a Century of Scandinavian-American culture at ASHM! *From Taste to Tech: 100 Years of Nordic Innovation & Impact* April 26, 2026—February 7, 2027



Philadelphia, PA- Step into a world where Swedish meatballs meet pop music, where streamlined design and functional minimalism redefined modern living, and where Nordic ingenuity brought about life-saving innovations like Google Maps and the three-point seatbelt when *From Taste to Tech: 100 Years of Nordic Innovation & Impact* opens at ASHM.

From Taste to Tech explores the ways in which Nordic craftspeople, artists, chefs, and thinkers brought their values and visions to American soil: building churches, skyscrapers, and bridges in the 1930s, revolutionizing childhood with playful yet purposeful Lego toys, and transforming entertainment through cinematic storytelling and best-selling games like Minecraft, Angry Birds, and Candy Crush. From quintessentially

Swedish brands like IKEA to inventions you never knew had Nordic origins, like the implantable pacemaker or pizza rolls, there's something for everyone in *From Taste to Tech!*

When the American Swedish Historical Museum was founded in 1926, its mission was to share the contributions of Swedes and Swedish-Americans to American culture. Updating this mission for 2026, *From Taste to Tech* will dive into the past century of Nordic impact in the United States, taking visitors on a journey from the 1920s up to today in a wide variety of genres.

The exhibition will feature a remarkable collection of artifacts including World War II uniforms, original art for the film *Pinocchio* by Gustaf Tenggren, a pair of dress sandals owned and worn by Greta Garbo, original ads from movies like *Wild Strawberries*, *The Virgin Spring*, and *The Seventh Seal*, vintage SAAB parts, and mid-century modern furniture.

From Taste to Tech: 100 Years of Nordic Innovation & Impact will be on view at ASHM from April 26, 2026 to February 7, 2027. Admission is included with ASHM general tickets. ASHM is open Tuesday through Sunday 10:00 am – 4:00 pm.

The exhibit is made possible by grants from the Philadelphia Funders Collaborative for the Semiquincentennial, SWEA New Jersey, Carl M. Lindberg Family Foundation, and SWEA Philadelphia. Funding for the American Swedish Historical Museum is supported by grants from the Pennsylvania Historical and Museum Commission, a state agency funded by the Commonwealth of Pennsylvania, the Philadelphia Cultural Fund, the ASHM Auxiliary, Barbro Osher Pro Suecia Foundation, Midsommarklubben, Red Moose Charitable Trust, and an anonymous foundation.

The exhibit was also sponsored by a donation from Bricks and Minifigs of Cherry Hill.

Exhibition Events:

Third Thursday Virtual Program: Behind-the-Scenes *From Taste to Tech*

Thursday, April 16th

12:00-1:00 pm

Go behind the scenes and experience the story of Nordic influence in America through the eyes of ASHM's Curator, Brett Peters!

More than a showcase of iconic moments, *From Taste to Tech: 100 Years of Nordic Innovation & Impact* reveals how Nordic values of lifestyle, design, and social responsibility traveled to the United States and took root in everyday life over the past century. This exclusive behind-the-scenes tour will offer an insider's look at the curatorial decision-making process—from the objects selected to the stories left on the cutting-room floor. Participants will gain insight into how Brett balanced nostalgia with innovation, popular culture with deeper social themes, and breadth of material with storytelling.

The talk highlights key exhibition moments while inviting visitors to consider how history is constructed, whose stories are told, and how Nordic creativity continues to shape American tastes, technologies, and daily life.

<https://www.americanswedish.org/events/third-thursday-virtual-program-behind-scenes-preview-taste-tech-brett-peters>

Exhibition Opening: *From Taste to Tech: 100 Years of Nordic Innovation & Impact*

Saturday, April 25th

6:00 – 9:00 pm

Join us for the exciting grand opening of the groundbreaking exhibit, *From Taste to Tech: 100 Years of Nordic Innovation & Impact!* This dynamic evening will celebrate the exhibit's diverse themes, from Marimekko's vibrant fashion to Minecraft's cutting-edge technology.

Be the first guests to explore the exhibit through interactive hands-on experiences, Nordic tasting stations, lively music, and exclusive photo opportunities.

Evening activities include:

- Create your own Marimekko-inspired screen-printing art
- Pick-and-mix until your heart is content, provided by **Sweetish Candy**
- View clips from iconic Swedish motion picture stars with freshly made popcorn in a screening room
- LEGO Building from **Bricks & Minifigs of Cherry Hill**
- Snap a photo in a 70's ABBA-inspired immersive set
- Food stations showcasing iconic Nordic cuisine from **Jeffrey Miller Hospitality Group**
- Delicious treats from **Nothing Bundt Cakes**
- Signature Nordic cocktails and mocktails
- a live jazz performance curated by **Jazz & Other Soulful Sounds** featuring the Jim Holton Trio.

Tickets are \$35 for members and \$45 for non-members and include bar refreshments and reception food.

<https://www.americanswedish.org/events/exhibit-opening-taste-tech-100-years-nordic-innovation-impact>

Architecture & Building Free Family Day
Sunday, August 9th
12:00-4:00 pm

From the Empire State Building to Mount Rushmore to the Golden Gate Bridge, iconic landmarks across the United States were built in part by Nordic immigrants. Bring the whole family to spend the afternoon completing building challenges and creating your own impressive structures with LEGOs (a Danish invention!) and other materials.

Images:



Charles Schulz illustrating Charlie Brown, 1956. Schulz's mother was a Norwegian American.



Sandals owned and worn by Greta Garbo, 1940s.



Astronaut Edwin "Buzz" Aldrin on the Surface of the Moon, 1969. Aldrin was the grandson of Swedish immigrants.



Grill from a SAAB car, 1980s.

About ASHM:

Visit the American Swedish Historical Museum to learn the forgotten history of Swedes in Philadelphia. Built in 1926 during the Sesquicentennial, the Museum has a unique interior divided into a dozen galleries designed to highlight Scandinavian influences in America. The galleries explore a range of topics including the New Sweden Colony, women's history, scientific innovations, and Swedish craft arts. ASHM hosts a variety of programs from Swedish holiday celebrations to history lectures to family programs.

The mission of the ASHM is to welcome all people to explore cultural identity through the story of Scandinavians. The Museum offers a vibrant community dedicated to preserving and interpreting culture through celebrations and exhibitions, while providing opportunities to learn, experience, and grow. No matter your age or interests, ASHM has something for you! Visit our website www.americanswedish.org to learn more.

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 NRG/Pattison Avenue stop and SEPTA's Bus Route #4 are within walking distance or SEPTA's Bus Route 17 (to Pattison) can bring you right to the Museum.