



New Nordic Cuisine

It takes something special to wake us out of our daily routine to focus on the meaning behind the food we eat. In other words, we don't often look at the plate in front of us and think "what does this mean?" Perhaps we do at the holidays—a meal prepared with family at Thanksgiving, celebrating cultural heritage at Julbord with traditional fare, or a quiet dinner with a loved one on Valentine's Day. Even if we do not think of it all the time, we are no strangers to the invisible values reflected in our food choices.

ASHM's upcoming exhibition, *New Nordic Cuisine*, focuses on a value-driven food system popularized over the past 15 years. This exhibition will explore food innovations in the Nordic region that have captured the attention of world-famous chefs and home cooks alike.

There actually isn't all that much that is "new" about New Nordic cuisine—in fact, we might say that New Nordic is Old Nordic. The movement focuses on applying traditional techniques (drying, smoking, pickling, and curing) to local ingredients such as reindeer and moss, seafood and farm fare, berries and root vegetables. These foods embody the values of local production, seasonality, sustainability, ethical production, and innovation.

While New Nordic is inspired by Old Nordic, it more specifically stems from the *Nordic Food Manifesto* written in 2004 by a cohort of chefs led by a Dane, Claus Meyer. This manifesto urged restaurants and home chefs to return to traditional Nordic cuisine. Meyer exhibited this new food model



through the Copenhagen-based restaurant, Noma (short for Nordisk Mad, or Nordic Food), which has been voted as the best restaurant in the world four times. Noma has popularized New Nordic Cuisine as a multi-sensory dining experience that not only offers a special taste of Scandinavian gastronomy, but also uncovers elements of local history and culture. It is a culinary style connected to values more than preparation or specific dishes, with the underlying goal of returning balance to the earth. New Nordic's primary emphasis is on seasonality—focusing on leafy vegetables in the spring and summer, meats and wheats in autumn, and root vegetables and seafood in the winter. By re-connecting food to the rhythms of the land, proponents are also emphasizing sustainable production, supporting local farmers, and using the most local, organic ingredients as possible. New Nordic food is fresh, flavorful, and unmistakably wild.

But just as New Nordic food is not really "new", it is also not necessarily Nordic. You don't need to fly to a restaurant in Copenhagen or hike for days in rural Sweden to experience New Nordic food. As it is a value-focused cuisine, New Nordic is not limited to any geographic area.

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This exhibition was organized by the Museum of Danish America, Elk Horn, Iowa. It is supported at ASHM by grants from the Swedish Council of American and SWEA New Jersey with additional support from the ASHM Auxiliary, Barbro Osher Pro Suecia Foundation, George C. and Esther Ann McFarland Foundation, Midsommarklubben, and an anonymous foundation. Additional support provided by the Philadelphia Cultural Fund and from the Pennsylvania Historical and Museum Commission, a state agency funded by the Commonwealth of Pennsylvania.

Note from the Director

Manifesto. What a strong word. It feels like the verbal form of thrusting a javelin into the ground. Most of us have heard about the Communist Manifesto, but maybe not the many other manifestos issued in the fields of politics and art. A manifesto is a document usually written by a few people that lays out a point of view and its statement of ideology or purpose.

I like the way Britannica.com further defines the term. "Manifestos often mark the adoption of a new vision, approach, program, or genre. They criticize a present state of affairs but also announce its passing, proclaiming the advent of a new movement or even of a new era. In this sense, manifestos combine a sometimes violent societal critique with an inaugural and inspirational declaration of change. Although manifestos can claim to speak for the majority, they are often authored by a nonconformist minority and are linked to the idea of an avant-garde that signals or even leads the way to the future."

The Nordic Food Manifesto fits that description extremely well. Its tenets have been followed in the best restaurants in the world, and have been popularized by cookbooks and shows like *New Scandinavian Cooking*. So even if you haven't heard about the manifesto before reading this newsletter, you have most likely heard of or experienced the culinary movement it has inspired.

This is the time of year when many people look ahead at the coming year and express their goals for the future. Do your goals center around an ideology or a singular purpose? Are they a declaration that an old era of your life is ending and a new one is beginning? If so, consider writing a personal manifesto. The weight of writing something down AND of naming it a manifesto is likely to bring focus to your goals in a new way in 2020!


Tracey Beck

A Nordic Tasting Menu: An Evening with Chef Frida Johansson & Jeffrey Miller Catering

Food is an important expression of culture. It reflects social values and beliefs. ASHM explores some of these perspectives in the new exhibition *New Nordic Cuisine*. Respect for the bounty that nature provides while leaving a small consumer footprint is a hallmark of Swedish philosophy. Seasonality, sustainable farming, and foraging are important elements reflected in the Nordic cuisine movement.

ASHM invites you to experience the simplicity of seasonal ingredients during an exclusive evening featuring a multi-course tasting menu prepared by Swedish Embassy Chef Frida Johansson. The Chef's curated menu will highlight local and Nordic ingredients. Each course will be introduced by Chef Frida, who will share her creative insights on the elements of cuisine.

Frida Johansson has served as the Executive Chef of Sweden's Ambassador to the United States of America since May 2010. During that time, Frida has had the opportunity to cook for notable personalities such as King Carl XVI Gustaf of Sweden, Queen Silvia, and Prince Daniel as well as Vice President Joseph Biden, government ministers, Members of Congress, leaders and staff from the Obama and Trump Administrations, Nobel Laureates, the Washington Capitals, and more.

Frida's creativity, versatility, and dedication to detail is manifested primarily through *New Nordic* cuisine, with ingredients local to the capital region reinvented through the lens of Scandinavian techniques and traditions. Unlike many of her Nordic peers, however, Frida is far from a minimalist when it comes to plating. Her desserts – sometimes whimsical, often awe-inspiring – have included edible snow globes, chocolate nougat pinecones, a mountain cake village, and a forest of macarons, among others.



Frida's job is more than just cooking; as Executive Chef, she is responsible for developing and executing a food diplomacy program. Every year, Frida feeds more than 7,000 guests at the Residence of the Swedish Ambassador and House of Sweden, each of whom leaves with a new experience of Swedish culture informed by what they taste, smell, and see on their plate. For this reason, Swedish values of environmentalism also play a role in Frida's work, from buying responsibly sourced meat and fish to minimizing the carbon footprint of a menu.

In recent years, Frida has been able to share her food more widely through media coverage by NPR, Fox 5 News, Diplomatic Connections, and the Georgetown Dish as well as through exhibitions in other American cities.

Please join us for this unique combination of cuisine and culture in an all-inclusive experience. Space is limited and pre-registration is required, \$115 members \$130 non-members. Visit www.americanswedish/events or call 215-389-1776 to register.

New Nordic Cuisine *continued from front cover*

In fact, chefs often prefer the term “authentic cuisine” instead of “New Nordic cuisine” as its goals of reconnecting to the land can be appreciated anywhere. Claus Meyer notes that it is “a food language and belief system that has universal application” (Meyer to *Nordic Kultur* 2017). Meyer’s Melting Pot Foundation has brought these values to under-served schools in Brooklyn and Bolivia. Enjoying a meal from locally-caught seafood in Maine, sustainable oyster reefs in New York, or farm-fresh cheese and bread in Pennsylvania are as “New Nordic” as any dish in Scandinavia.

New Nordic cuisine has also inspired some of Sweden’s headline-grabbing trends over the past year. Memorable among these is Sweden’s push for outdoor food preparation and eating with its 2019 “The Edible Country” campaign. This program seeks to show the world “how easy and accessible healthy food can be” by encouraging guests to prepare and cook a nine-course meal at a series of tables scattered across Sweden’s 100-million acre wilderness. The meal is free; you just have to find the ingredients in forests, streams, and fields and cook them yourself!

New Nordic Cuisine will open with ASHM’s Pea Soup Dinner on January 25th, 2020, giving us a chance to appreciate a traditional dish with New Nordic appetizers. The exhibit’s curator, Tova Brandt of Iowa’s Museum of Danish America, will lead a gallery talk at Pea Soup’s cocktail hour before joining us for dinner.



Experience Our New Evening Tours



ASHM is excited to announce a new evening tour series for our members and the public! Tours are offered on a Thursday evening every other month. Each tour will each have its own theme to allow visitors to explore different aspects of the museum’s collection. We kicked off the series on Halloween with a “Creepy Collection” tour, which was a big hit.

Each tour will include drinks and light refreshments. Cost is \$5 for members, \$15 for non-members. Check our website for registration or call (215) 389-1776 for more info.

We hope that you will join us for one of the next tours we have scheduled:

Museum & Glögg Tour, December 26th, 3:30-8pm. Featuring a musical composition by Lars Halldin, 18, a composer of Contemporary Classical music, which was inspired by the traditional Swedish holiday song, *Staffanvisan*, he sang as a star boy. His piece for string quartet, *Staffanvisan*, moves the listener through the long night that is St. Stephen’s night and the events described in the song, ending with daybreak.

Peasants and Presidents: Folk Art and Portraiture, February 13, 7-9pm

Hidden Treasures: A Behind the Scenes Collection Tour, April 16, 7-9pm

Upcoming Events and Registration Info

To Register For Events

call 215-389-1776, or visit online at
www.americanswedish.org/events

There is always something going on at the American Swedish Historical Museum. See below for scheduled events. Please check with the Museum to confirm dates and other details. Refunds will not be granted for cancellations after the registration deadline. To register for events by phone call (215) 389-1776. Online registration is available through links in the Museum's email announcements or on the Events Calendar page of our website, www.americanswedish.org/events.

MONTHLY PROGRAM:



Toddler Time 10:30am - 11:30am

The third Tuesday of each month ASHM offers specially designed programs to introduce Swedish culture

through art, science, and literature in uniquely fun and creative ways to children ages 18 months to 4 years old. The cost is \$5 per child or free for museum Household Members. There is no charge for accompanying caregivers. Register by phone or online.

December 17, 2019
A Very Swedish Christmas

January 21, 2020
Colors in the Museum

February 18, 2020
Animals of Sweden

March 17, 2020
Five Senses

Julbord
Friday, December 6, 6pm-10pm

Join us for a very special Swedish holiday tradition. Cocktails and an authentic Christmas smorgasbord dinner are followed by the Lucia procession. The Christmas Market is open all evening. Members \$55, non-members \$65, children \$25. Cash bar. Register by phone or online by December 1st.



Lucia & Christmas Market Saturday, December 7, 11am-4pm

Drop in for our family-friendly Lucia Fest, with Lucia processions at 1pm and 3:15pm. The Christmas Market includes your favorite holiday deli items, Christmas decorations, and gifts, and the SWEA bakery tables will be open all day. The Swedish Christmas Café will be selling holiday foods and sweets for your refreshment. Admission is \$12 for non-members, \$8 for members, children 4-12 \$5, and children under 4 are free. Reservations are not required, but tickets may be purchased in advance on our website.

Museum & Glögg Tour with Musical Performance

Thursday, December 26, 3:30pm and 6pm
Get cozy at the ASHM with our special Museum & Glögg Tour! We are offering two tour time slots at 3:30pm and 6pm. Enjoy our general gallery tour, with a few extra items on Scandinavian drinking traditions, as well as a glögg tasting between the tours at 5pm. Tours are \$15 for non-members, \$5 for members and will include refreshments. Space is limited, register in advance to reserve your spot online or over the phone.

A Date with Paint Friday, January 3rd, 7pm-9pm

Start off the New Year with creativity at this exclusive museum date night experience. Draw inspiration from our Nordic Changes exhibit and paint your own northern landscape! Our instructor will walk you through painting your very own Nordic scene as you enjoy a sample flight of Scandinavian chocolate! This event is BYOB and the price includes all class supplies. Pre-registration required, deadline December 30th. \$35 members, \$40 non-members.



Genealogy Meeting Saturday, January 25, 1:30pm

Save the date for the winter Genealogy Club meeting. The afternoon will feature a signature talk on Danish genealogy research resources by Tova Brandt, Interim Director and Albert Ravenhalt Curator of Danish-American Culture from the Museum of Danish America. Make a day of it and follow up the genealogy program with research time in the library and be sure to sign up for our delicious pea soup dinner! ASHM membership required for genealogy resources. Become a member online or by phone.



Pea Soup and Punsch Supper: Ärtsoppa och Punsch Saturday, January 25, 6pm: Reception 6:30-7pm: New Nordic

Cuisine Curator Talk; 7pm: Dinner
This year we are combining an old tradition with a new innovation. Warm up on a chilly winter's night with a bowl of Swedish yellow pea soup and a cup of punsch combined with the modernity of new Swedish *tilltugg och efterrätt* or Hors d'oeuvres and dessert. Attendees will have the opportunity to view our newest exhibition New Nordic Cuisine including exhibit talk by Curator Tova Brandt. Tickets are \$25 for members and \$30 for non-members. Register by phone or online by January 22nd.



Semlor and a Movie Saturday, February 8, 11 AM

Treat yourself to a rich semla, a cream and almond paste filled Swedish pastry, along with a cup of hot coffee and a Swedish film.

Semlor are often eaten before the start of lent, the Swedish version of "Fat Tuesday." Event tickets are \$13 in advance and \$15 at the door. Ticket price includes one semla, additional semlor are \$6 each. Walk-in welcome or pre-register by phone or online by February 3rd.

Peasants & Presidents: Folk Art and Political Portraiture Thursday, February 13, 7-9 PM

Join Curator Trevor Brandt and take a closer look at the Museum's collection of folk art, contrasted with images of queens, kings and presidents as we discuss the meaning and symbolism in both genres. Tours are \$15 for non-members, \$5 for members, drinks and light refreshments included.

A Nordic Tasting Menu: An Evening with Chef Frida Johansson (Swedish Embassy, Washington, D.C.) & Jeffrey Miller Catering Saturday, February 29, 6 PM

ASHM invites you to join us for an exclusive evening featuring a multicourse tasting menu prepared by Swedish Embassy Chef Frida Johansson. The Chef's tasting menu will feature local, seasonally inspired Nordic ingredients. Each course will be introduced by Chef Frida who will share her creative insights on the elements of cuisine. Don't miss this private dining experience! The event is all inclusive, \$115 members \$130 non-members. Space is limited and pre-registration is required. Register by phone or online.



extrABBAganza! ABBA Dance Party Saturday, March 21, 7-10 PM

Break out bell bottoms and platform shoes! What better place to celebrate the iconic

music of ABBA than the American Swedish Historical Museum. WXPN's own DJ Robert Drake will spin the throwbacks as everyone lets out their inner Dancing Queen. Highlights of the evening will include a dancing and costume contest along with a few surprises! Tickets include food, cash bar. Be sure to register early before tickets sell out! \$30 members, \$35 non-members. Costumes are welcome, but not required.

Images from Recent Events

Photographs by ASHM Staff



▲ At this year's SmörgåsBeer, Lancaster store Sweetish provided Swedish candy to all the festival goers.



▲ Nice ambience at our yearly Crayfish dinner.



▲ Children attending August's Toddler Time got to fish for their own crayfish in the kiddie pool.



▲ Elsa Orescan accepting the Amandus Johnson Volunteer Award at our Annual Meeting



▲ Artist Diane Burko and our honored guest Bergdís Ellertsdóttir, Iceland's ambassador to the US, at the opening of Nordic Changes: Works by Diane Burko.



▲ Happy raffle winners at this year's SmörgåsBeer



▲ Moderator Flora Cardoni and panelist members Diane Burko, Christine Knapp and Erik Johansson at our Climate Talk for the Nordic Changes exhibition opening.



▲ Julie Stellar displaying her upcycled goods in our Upcycle Craft Fair.



▲ We had very special guests at our Toddler Time in July, Cindy Brandt and Penny the goat!

▼ Harpist and soloist Zoe Vandermeer and pianist Richard Nechamkin at our fall concert.



▲ Curator Trevor Brandt guiding tour goers through the museum's scarier collection items at our first Halloween themed tour.

Contributions

Do you want to make a contribution?

There are several easy ways to support us. Visit our web page <http://www.americanswedish.org/support/donate> or call **215-389-1776** for more information.

New Members

July 16-Oct 31, 2019

Organizational

Warminster Township Free Library

Household

Lars & Kristina Ahlman
Allison & Robert Britt-Stewart
Kate & Matthew Coughlin-Congdon
Alison & Zach Crowe-Egan
Julie & Raymond Davis
Lindsey & Marcus DeSutter-Duval
Bianca & Alex DiPaolo-Peslak
Allie & Zach Hilovsky-Semenetz
Yolanda & Atif Hsaio-Ashraf
Jonathan & Kristin Hummel-Finger
Sandra Janoff
Kayleigh & Anthony Jones-Heiler
Caitlin & Ed Kelly-Arnold
Peter & Martha Lagerberg
Claire & Michael LeMasters-Fox
Dan & Sarah Liddick-Hacking
Deborah-Jay Lui-Tartaglia
Rachel & Damian McCay-Hruszkewycz
Jessica & Adam Meres-Pfendt
Cameron & Brittany Miller-Sherman
Dan & Allison Muller-Frank
James & Jennifer O'Brien-Kwak
Molly & Dan Pak-Dinsmore
Erin & Perry Paulson-Garvin
Candice Pelligra
Thomas & Lori Roman
Christine & Jason Rudloff-Pirrung
Zoe & Chad Spencer-Sheaffer
Jean Spoolstra

Courtney & Brendan Tomlinson-Grady
Marsha & Alexandre Trega-Bondoux
Jessica & David Ullestad-Katz
Kim & Joe Villani
Margaux & Oliver Viola-Kell
Rachel & Mohammad von Vital-Juboori
Elizabeth & James Weihmann-Harrison

Individual

Colleen Blaisdell
Laura Czernik
Matthew Githens
Joe Lavin
Jill Pearson Reider

Senior/Student

Melissa Parrish

In Memoriam

ASHM lost some very special members in the last few months. We send our condolences to their friends and family.

Charles Allmond
Albert Rohrman
Emily Tepe

Contributions

July 16-Oct 31, 2019

Serafimer

Auxiliary
Ulla Dagert-Muther & Paul Muther

Vasa

Kristina and Charles Kalb
Dr. & Mrs. Mark Martz
Merck Partnership for Giving
Midsommarklubben

Gold

Bank of America Charitable Foundation
Central Carolina Community Foundation
W. Robert & Judith A. Lang

Silver

Christina Hagman
Amy Swanson

Bronze

Jens & Allison Clausen
Christina Holm, in memory of Ragnhild Bergqvist
Barbara Sippel

Friend

Jenny Lind Club of Michigan
Julie Jurash
Ellyn Miller
Jeffrey Miller
Rev. David Carl Olson
Susan Ross
Kjerstin & Dominic Sama, in memory of Birgitta Berglöf

Announcing the Erik Dagert Muther Cultural Exchange Endowment!

We are thrilled to inform you that the museum has its first named endowed fund. Ulla Dagert-Muther and Paul Muther have pledged to make a total gift of \$100,000 over the next few years to establish the Erik Dagert Muther Cultural Exchange Endowment in honor of their son.

Erik Muther served on the museum's board of governors for 16 years and was board chair for the last 3 fiscal years.

The income from this fund will be used to make possible more cultural exchange opportunities with Sweden, Finland, Norway, Denmark and Iceland. Projects can include bringing performers, speakers and exhibitions from Scandinavia to the Museum, or travel and research opportunities for Museum staff in Scandinavia.

We anticipate being able to draw from the fund as early as the next fiscal year (July 2020).

We are very grateful for this gift which will allow us to pursue projects and professional development that has been cost prohibitive for us in the past.





Among the benefits of membership are:

- free admission to the Museum and library
- use of the ASHM Swedish Film Library borrowing system
- guest passes
- subscription to the newsletter
- 10% discount in the Museum Store
- discounts on admission to most events, workshops and Swedish language classes

For more information, please call **215-389-1776**.

Please print all information as you wish it to appear on the membership mailings.

Return this form to:
American Swedish Historical Museum
Attn: Membership
1900 Pattison Avenue
Philadelphia, PA 19145-5901

 Please detach here and return.

Gift Membership Form

Gift Recipient

Name(s) _____
Address _____
City _____ State _____ Zip _____
Telephone _____ Email _____

- \$35 **\$30**: Senior/Student
 \$75: Organizational
 \$500: Patron
 \$50 **\$45**: Individual
 \$125: Friend
 \$1,000: Key Contributor
 \$65 **\$55**: Household
 \$250: Sustaining
 \$2,500: Life

Make check payable to ASHM or Charge my: VISA | MasterCard | Discover

Account

Exp Date _____ Sec. Code _____ Zip _____

From:

Message:

The official registration and financial information of ASHM may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

Your membership contribution to the American Swedish Historical Museum is tax deductible to the extent allowed by law.

The Season of Giving

This time of year, giving is on everyone's mind. And there are many ways to give and support the museum at the same time! This year we are offering discounts on new and gift memberships. If you have a loved one who you want to share the museum with, a gift membership is something that they can enjoy the whole year round. Beginning November 29 through the end of 2019, all new and gift memberships will be \$5-10 off, depending on the membership category. Feel free to use the form in this newsletter or on our website, or make your purchase the next time that you are at the museum. If you have any questions, contact Caroline Rossy at crossy@americanswedish.org.

A tax-friendly giving opportunity for our members and friends aged 70 ½ and above

Did you know that you can make a gift directly to the Museum from your Traditional IRA account of up to \$100,000 per year? Your contribution, which is called a Qualified Charitable Distribution (QCD), counts toward your required minimum distribution (RMD) for the year. It is excluded from income for tax purposes, thereby reducing your adjusted gross income (AGI). A lower AGI may reduce your Medicare Part B premium the following year.

Use of QCD's for charitable giving is especially beneficial for those affected by the recent (2017) tax changes limiting deductions for charitable gifts and raising the standard deduction. Please consult your tax advisor for specific details and be sure to arrange the transfer—which must be direct to ASHM—before December 31st.

Connecting
Cultures and
Community

A New View



If you visited the museum between Aug. 27 and Oct. 12 you may have wondered why some of the museum's windows were boarded up. For years our historic windows have taken a beating and their frames were in poor condition. The Buildings and Grounds Committee analyzed many options and decided to fully restore the windows working with a company that specializes in historic windows, WMG. We had enough funds in the capital budget to restore 10 windows, and the Midsommarklubben donated funds for an 11th, so we were able to tackle the windows that were in the worst repair on the Northeast corner of the building.

The re-installed windows look fantastic and we are excited to start another group of windows as soon as we can raise the funds. To fully restore a window and re-apply UV filtering film costs about \$4500. We have 41 windows left to take care of.

If you would like to donate towards this project or know of any grant funds available, please contact Tracey Beck at tbeck@americanswedish.org or 215-389-1776 x 111.