

## **World of Volvo Set to Open in Gothenburg**

**Visitors will step inside under Henning Larsen's timber canopy for the first time on Sunday 14<sup>th</sup> April, coinciding with Volvo's annual birthday celebrations.**

A unique experience center for the famed Swedish brands, Volvo Cars and Volvo Group, World of Volvo is designed around Scandinavian values of freedom of movement, access to nature and openness and inclusion.

Spanning 22,000 m<sup>2</sup>, the main timber structure, made of glulam and cross-laminated timber, forms three striking tree-trunk-like columns, fanning out to carry the entire load of the roof - enveloping visitors in a welcoming forest-like canopy.

Situated in the heart of Gothenburg's event district, ample, versatile spaces are set to host cultural events, talks, and conferences, accommodating up to 1,100 attendees. The 4,500m<sup>2</sup> exhibition space offers a comprehensive journey through Volvo's history, present innovations, and future visions, highlighted by iconic vehicles, immersive stories, and interactive displays, all centered around Volvo's human-centric and forward-looking ethos.

### **A right to nature**

The expansive round structure encourages visitors to create their own journeys both indoors and outdoors, regardless of whether they hold tickets to the exhibition inside. Surrounded by a thriving landscape that extends onto an accessible roof, the building embraces the regional landscape, in form, materiality, and culture, bringing a native piece of Swedish nature to the middle of Gothenburg.

*"As a brand Volvo is rooted in a Swedish pride for producing and manufacturing quality for everyone. This is spotlighted and celebrated at World of Volvo, and we are so proud to see the building come to life and welcome its first visitors on the same day as Volvo's birthday celebrations,"* says **Martin Stenberg Ringnér, Associate Design Director, Henning Larsen**

At both dining venues, Ceno Brasserie, which welcomes all visitors, and Ceno On Top, an exclusive space for conference guests and larger parties, the celebrated restaurateur Götaplatsgruppen has created a culinary experience that mirrors Volvo's dedication to excellence. The spotlight shines on locally sourced and seasonal produce, with award-winning signature chef, Stefan Karlsson, bringing the freshest flavors of the region.

**On Sunday, 14 April, World of Volvo, Gothenburg's new experience centre, will open its doors.** See the opening programme here: <https://www.worldofvolvo.com/en>

**For further information contact**

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**Facts**

**Project name:** World of Volvo

**Client:** World of Volvo (Volvo Cars and Volvo Group)

**Location:** Gothenburg, Sweden

**Typology:** Experience Center

**Concept:** 2018

**Construction start:** 2021

**Completion:** 2023

**Inauguration:** 2024

**Size:** 22,500 m<sup>2</sup>

**Certifications:** LEED Gold and WELL Gold

**Main contractor:** BRA Bygg

**Architect:** Henning Larsen

**Landscape:** Henning Larsen

**Wood Structure:** Engineering and production by Wiehag GmbH

**Wood structure:** interior claddings, and facade by Lindner Scandinavia AB

**Structural engineering:** Optima Engineering AB and BRA Teknik

**Landscape contractor:** BRA Mark