

## PRESS RELEASE

### Gothenburg gets its own Paradox Museum at Femman

**Several of the world's major cities already feature a Paradox Museum that challenges visitors' senses and sparks their playfulness. In autumn 2025, Gothenburg will open its own museum after Hufvudstaden has signed a lease agreement with Paradox Museum for 760 square meters on the upper floor of the Femman shopping center in Nordstan. The museum is set to open in autumn 2025.**

Paradox Museum is part of a global network of museums, with 13 locations worldwide, with Stockholm being the first. Each museum has its own unique installations, but all follow the same core idea – to create a place where reality and illusion meet. The Paradox Museum in Gothenburg will feature some of the very latest experiences, which are not yet available at the other museums.

*"We look forward to offering the people of Gothenburg and the city's tourists the opportunity to explore optical illusions, thought-provoking installations, and paradoxical experiences. Nordstan, with its prime location in the heart of the city and close to all transportation links, is the perfect fit for our concept, and we hope to attract new audiences to Femman as well,"* says Janne Broman, Head of Sweden, Paradox Museum.

The new museum will be an interactive and playful space where visitors can explore, learn, and have fun while challenging their senses and perception of reality. Paradox Museum will begin construction in April and plans to open in autumn 2025.

*"We are very pleased and proud that Paradox Museum has chosen Femman in Nordstan for its second establishment in Sweden. Once the museum opens, our visitors will be able to combine an exciting cultural experience with a visit to a restaurant or a shopping trip,"* says Malin Måhlin, Retail Leasing, Hufvudstaden.

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#### **HUFVUDSTADEN AB (publ.)**

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