

PRESS RELEASE

Rooftop restaurant, gym and coworking space all set for Kvarteret Johanna

Hufvudstaden has three important service concepts slated for Kvarteret Johanna in Gothenburg: a rooftop restaurant with commanding views of the Gothenburg skyline, which will be run by Stureplansgruppen; a Nordic Wellness training concept; and Hufvudstaden's own Cecil Coworking concept. The three concepts will open in conjunction with the completion of the Kvarteret Johanna project at the beginning of 2026.

Ground was broken at the Kvarteret Johanna site in September 2022, and now, 18 months later, the new silhouette of the remodelled and extended Kvarteret Johanna is taking shape. In total, the site will offer 32,000 square metres of office space, shops and restaurants at the bustling heart of Gothenburg between Brunnsparken and Hotellplatsen.

Work on leasing the site is underway, and today we can reveal news of these three tenants and their exciting service concepts. One is Stureplansgruppen, which will open a spacious rooftop restaurant on Södra Hamngatan; another is Nordic Wellness, which will open a street-level gym on Drottninggatan; and Hufvudstaden, who will open a Cecil Coworking concept at the site. The first Cecil Coworking space opened in Stockholm at the beginning of 2021 and is extremely popular among small and medium-sized companies that value a premium location, quality details, and personal service.

"We're really excited to present these three key concepts that will add considerable value for office tenants moving into Kvarteret Johanna. Great food in a pleasant environment and a gym are things that many tenants ask for and that will create more vibe and dynamism in Fredstan. Our Cecil Coworking concept will offer greater flexibility for our office tenants at Kvarteret Johanna," says Fredrik Ottosson, Head of the Gothenburg Business Area, Hufvudstaden.

Stureplansgruppen, which has made several large investments in Gothenburg in the past year, has now also secured a prime location for an upcoming restaurant in Kvarteret Johanna. The restaurant will be approximately 1,200 square metres, including 350 square metres devoted to a roof terrace. The restaurant will have its own entrance on Södra Hamngatan.

"We're really looking forward to this new project at an iconic restaurant address in the city. We're now starting to plan for a restaurant that will be a lively meeting place – inside and outside on the roof terrace. Continuing to be part of Gothenburg's restaurant scene, working with Hufvudstaden, and to put an outstanding establishment on the map will be fantastic," says Vimal Kovac, Founder and Owner, Stureplansgruppen.

Nordic Wellness, which started in Gothenburg in 1997, is today one of the largest training chains in the Nordics with more than 300 gyms in Sweden alone. Their different concepts have attracted large numbers of fitness enthusiasts to their gyms in Gothenburg, and now planning is starting for the opening of the 750-square-metre gym in Kvarteret Johanna.

“For us, it was the obvious choice to secure a premises in the new Kvarteret Johanna. A lot of new companies will move in, and their employees will want exercise options as part of their working day. And we’ll offer them that with our club, which contains a gym and facilities for various kinds of group training,” says Magnus Wilhelmsson, CEO Nordic Wellness.

The decision to open an approximately 3,000-square-metre Cecil Coworking in Kvarteret Johanna makes Hufvudstaden’s office offering in Gothenburg even more flexible. Clients will be able to choose between conventional offices, a turnkey ‘Redo office’, or membership in the new coworking space.

“With a Cecil Coworking space, we increase flexibility for the site’s members and for all Kvarteret Johanna office tenants. It’ll be possible to rent extra workplaces for larger projects or book a conference or a meeting room when your own rooms are fully booked,” adds Ottosson.

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About Kvarteret Johanna

Kvarteret Johanna is a major renovation and new build project in central Gothenburg incorporating a total of approximately 32,000 square metres of office space, shops and restaurants, and is expected to be ready for occupancy at the beginning of 2026. The site retains its original expression with multiple different external facades, while internally all properties will be alike, thereby creating a considerable degree of flexibility making it possible to adapt office sizes to client needs. Companies will be able to choose from office space ranging in size from 150 to 4,300 square metres on the same floor.

Hufvudstaden chose to name the site Johanna as a tribute to two Gothenburg institutions: the Johanna statue in Brunnsparken and the legendary restaurant Johanna which was previously located at the site on Brända Tomten.