

HUFVUDSTADEN

PRESS RELEASE

Kvarteret Johanna enhances Fredstan's retail mix and appeal

Hufvudstaden continues to advance the development of Kvarteret Johanna in Gothenburg, where the street level is now coming to life with a vibrant and diverse mix of retail, dining, and services. A number of new openings are further reinforcing Fredstan's position as one of Gothenburg's premier shopping destinations.

Fredsgatan, one of the city's main retail streets, is being reinforced with several strong brands. Recent additions include Calzedonia and Nelly, both set to open flagship stores this autumn, alongside the Italian premium brand Falconeri. GANT is already established in the area.

On Södra Hamngatan, Joe & The Juice will launch a new flagship store featuring an updated concept later this year. The street will also welcome Gothenburg Visitor Centre, while Pressbyrån has already opened its upgraded store. The entrance to the rooftop restaurant Johanna is also located here.

Drottninggatan will see further additions with BENNE Pastabar, scheduled to open in early 2027, and since the beginning of the year, visitors have also had access to the new Nordic Wellness gym.

"The development of Kvarteret Johanna is now entering its final phase. We are beginning to dismantle parts of the scaffolding on Fredsgatan, opening up the streetscape and signalling that the project is approaching completion," says Fredrik Ottosson, Head of Business Area Gothenburg at Hufvudstaden.

Kvarteret Johanna is one of the largest urban development projects in central Gothenburg, comprising approximately 32,000 square metres of office space, retail, and restaurants. The ambition is to create a vibrant and sustainable city district where people want to spend time, work, and shop – in line with the continued development of Fredstan as a whole.

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About Kvarteret Johanna

Kvarteret Johanna is one of the most centrally located city blocks in Gothenburg, situated by the historic canals, just a short walk from Brunnsparken and the Central Station, with the Nordiska Kompaniet department store as its closest neighbour. The development of the block is one of the largest projects currently underway in central Gothenburg and will be a significant addition to the ongoing evolution of Fredstan.

The redevelopment and new construction will comprise approximately 32,000 square metres of space for offices, retail, and restaurants, with completion scheduled for occupancy in 2026. While the block will retain its distinctive character with varied façades facing the surrounding streets, the buildings will be internally connected. This creates a high degree of flexibility, allowing office spaces to be tailored to tenant needs. Companies will be able to lease offices ranging from approximately 150 sqm up to 4,300 sqm on a single floor.

Hufvudstaden has chosen the name Johanna as a tribute to two Gothenburg institutions – the statue “Johanna in Brunnsparken” and the legendary Restaurant Johanna, which was located in the former building on the site known as “Brända tomten” (the Burnt Lot). The block is located in the Fredstan district in the heart of central Gothenburg.

Kvarteret Johanna will feature three service concepts designed to add significant value for office tenants. Stureplansgruppen has opened a rooftop restaurant on Södra Hamngatan, while Nordic Wellness operates a gym at street level on Drottninggatan.

Hufvudstaden’s own coworking concept, Cecil, will also be part of the development. Cecil will offer private offices, desks in shared spaces, and a large, shared conference facility, where both members and external guests will be able to book meeting rooms and conference services.

Confirmed tenants in Kvarteret Johanna include:

- Accenture
- Advokatfirman Vinge
- BENNE Pastabar
- Calzedonia
- Cecil Coworking
- Censor
- EY
- Falconeri
- Forvis Mazars
- Göteborg & Co
- Hemsö Fastighets AB

- Joe & The Juice
- Korab International AB
- Kvänum Kök AB
- Nelly
- New Wave Group
- Nordea
- Nordic Wellness
- Stureplansgruppen
- Tången

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