

PRESS RELEASE

Göteborg & Co to open office and Visitor Centre in Kvarteret Johanna

Hufvudstaden has signed a lease agreement with Göteborg & Co for premises in the newly developed Kvarteret Johanna, located in central Gothenburg. The premises total 2,042 square metres, including 1,905 square metres of office space and 137 square metres allocated for a new Gothenburg Visitor Centre at Södra Hamngatan. Occupancy is scheduled for early 2027.

Göteborg & Co is part of the City of Gothenburg and works to position the city as a sustainable and attractive destination for residents, visitors, and businesses. By bringing its operations together under one roof, the organisation will gain access to modern, consolidated premises in a central location – in the heart of Fredstan.

“We look forward to moving into Kvarteret Johanna, which allows us to unify our operations in one location. The new setting gives us the opportunity to be closer to Gothenburg’s residents, visitors, and partners – while maintaining a central base for the Gothenburg Visitor Centre,” says Peter Grönberg, CEO, Göteborg & Co.

The addition further contributes to the block’s diverse mix of tenants – combining international companies, consultants, public institutions, fitness and restaurants in a vibrant city environment.

“We are very pleased that Göteborg & Co has chosen Kvarteret Johanna to co-locate its operations. We’re seeing growing demand for centrally located offices where proximity to transport, services, and restaurants helps create an attractive work environment. The presence of the Gothenburg Visitor Centre also strengthens the block’s role as a natural meeting place,” says Fredrik Ottosson, Director Business Area Gothenburg, Hufvudstaden.

Kvarteret Johanna offers tenants access to a wide range of services, including a rooftop restaurant by Stureplansgruppen, a Nordic Wellness gym, and flexible workspaces through Hufvudstaden’s coworking concept Cecil.

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About Kvarteret Johanna

Kvarteret Johanna is located in one of Gothenburg's most central districts, next to the city's historic canals, just a stone's throw from Brunnsparken and Central Station, adjacent to the Nordiska Kompaniet department store. The development is one of the largest projects underway in Gothenburg's inner city and will significantly contribute to the ongoing development of Fredstan. The renovation and new construction provide a total of approximately 32,000 square metres for offices, shops, restaurants, and more, expected to be ready for occupancy in 2026. Externally, the block retains its varied facades, while internally all buildings will be interconnected, creating substantial flexibility to customize office sizes to tenant needs. Companies can choose offices ranging from 150 to 4,300 square metres on the same floor.

Hufvudstaden has named the property Johanna in tribute to two Gothenburg landmarks – the Johanna statue in Brunnsparken and the legendary Johanna restaurant previously located at the site on "Brända tomten". The quarter is situated in the Fredstan district in central Gothenburg.

The site will feature three service concepts, adding significant value for future office tenants. Stureplansgruppen will open a rooftop restaurant on Södra Hamngatan, and Nordic Wellness will launch a gym at street level on Drottninggatan. Hufvudstaden's own coworking concept Cecil will also be established, offering private offices, shared workspaces, and an extensive conference area where both members and external guests can book meeting rooms and conference facilities.

Confirmed tenants at Kvarteret Johanna:

- Accenture
- Advokatfirman Vinge
- Cecil Coworking
- Censor
- EY
- Falconeri
- Göteborg & Co
- Hemsö Fastighets AB
- Joe & The Juice
- Korab International AB
- Kvänum kök AB
- Nordea
- Nordic Wellness
- Stureplansgruppen