

PRESS RELEASE

Kvänum opens flagship in Kvarteret Johanna, Gothenburg

Hufvudstaden is pleased to welcome Kvänum as a new tenant in Kvarteret Johanna, located in central Gothenburg. The company will open its new flagship in a unique, newly renovated 19th-century building at Drottninggatan 52. The premises span four floors and cover a total of 826 square metres, right in the heart of Fredstan.

Kvänum's new flagship will offer inspiration for the entire home – kitchens, bathrooms and dressing rooms – with a strong focus on craftsmanship. With over 100 years of experience and all production based in Kvänum, the flagship will be a natural destination for those seeking quality and timeless design.

Occupancy is scheduled for summer 2026, with the opening planned for autumn of the same year.

"Establishing ourselves in Kvarteret Johanna is a unique opportunity. The heritage setting and central location in Fredstan give us a fantastic platform to showcase our craftsmanship and connect with customers", says Niklas Efraimsson, CEO, Kvänum kök AB.

The initiative aligns fully with Hufvudstaden's ambition to develop Kvarteret Johanna into a vibrant and attractive urban environment – where historical charm meets modern experiences and service. The project has been characterised by careful renovation to preserve the building's unique character while creating functional spaces for both businesses and visitors.

"We are very pleased to welcome Kvänum to Kvarteret Johanna and Fredstan. This addition further enhances the area's appeal and contributes to increased footfall", says Fredrik Ottosson, Director Business Area Gothenburg, Hufvudstaden.

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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
- Hemsö Fastighets AB
- Korab International AB
- Kvänum kök AB
- Nordea
- Nordic Wellness
- Stureplansgruppen