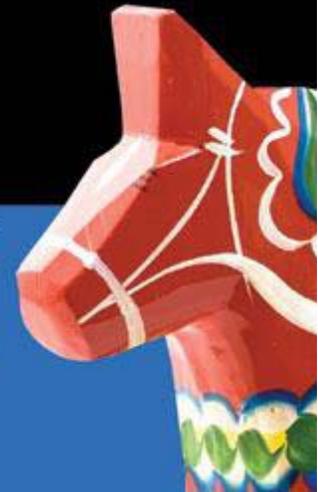


LINDSBORG

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Ja!



SPOTLIGHT ARTICLE
11/08/2010

For Immediate Release
Contact: Carla Wilson
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Lindsborg CVB

1904 Swedish Pavilion

LINDSBORG, KANSAS -11/08/2010-

Meet me in St. Louis, Louis.

Meet me at the Fair.

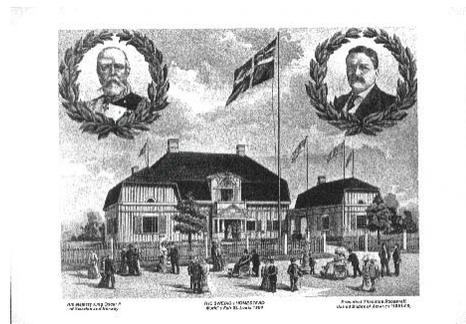
Don't tell me the lights are shining

Any place but there.--from the 1904 song by Kerry Mills and Andrew B. Sterling

The 1904 St. Louis World's Fair Swedish Pavilion was designed by the Swedish Art Nouveau architect, Ferdinand Boberg. Built out of native materials, dismantled piece by piece and shipped from Sweden to America, it was designed to last six months and as history was to prove, the pavilion had other ideas.

In 1904, St. Louis the fourth largest city in the nation and the place to be seen. The first U.S. hosted Olympics were in St. Louis as well as the World's Fair which was the centenary celebration of the Louisiana Purchase. Aluminum was exhibited at a world's fair for the first time and the ice cream cone was invented. Legend has it a waffle concessionaire, Earnest A. Hamwi, rolled one of his thin waffles into a cone and gave it to a nearby ice-cream vendor who had ran out of dishes. The pavilion was a compelling part of this boisterous event.

While on exhibition, many Swedes and Swedish-Americans gathered at the pavilion to meet with each other and write letters back home. It was a place where visitors could learn more about Swedish culture and where new immigrants could feel at home once again. It was designed in the style of a Swedish manor house or a *herrgård* and was extremely popular as the guest book attests.



Postcard from the 1904 World's Fair

At the close of the Fair, the pavilion was purchased by the Honorable W.W. Thomas, U.S. Minister to Sweden and Norway, and presented to Bethany College. Transported on flat cars to Kansas, it arrived in 1905 and became a center for the arts at Bethany College where Swedish born Birger Sandzén taught for over sixty years.

In 1969 as Bethany underwent remodeling, the pavilion was moved to its current location in Heritage Square at 120 Mill Street. Lindsborg still uses this "temporary" building 106 years later for various demonstrations, events, festivals, celebrations and theatre productions. The Swedish Pavilion has remained a true monument to form and function in maintaining Lindsborg's heritage.



Swedish Pavilion 2010

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Contact the Lindsborg Convention and Visitors Bureau for more information regarding the Swedish Pavilion.

Ph: (785) 227-TOUR (8687) or Toll free: (888) 227-2227. E: cvbdir@lindsborgcity.org. W: visitlindsborg.com.

When in Lindsborg, please stop by at 104 E. Lincoln for all travel information. See you in the 'Borg!

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