



**Press feature  
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## **Pre and post trips in the Øresund Region**

**With 50,000 amazing, memorable and often unique experiences awaiting you in the Øresund Region, it would be a shame if all you saw was the inside of a conference room. With perhaps just a day or two to spare either side of your meeting, event or conference you will want to maximize your Øresund experience.**

The world class conference facilities, travel infrastructure and hotel accommodation are all very well, but the reason many companies choose to hold their meetings, conventions and events in the Øresund Region lie well beyond the conference hall and the hotel bar.

The Øresund Region offers cosmopolitan cities packed with exciting design, fashion and homeware stores, delectable cafes and restaurants, world class museums, castles, historic sites and, of course, a beautiful, soothing landscape of rolling fields, golf courses, beech woods and sandy beaches.

### **Cities of culture**

Both Copenhagen and Malmö offer a wide range of cultural attractions from world class music venues like Copenhagen's Jazz House and the new Opera House to Malmö's Koncerthus, home to the city's symphony orchestra.

Copenhagen's world famous Jazz Festival draws musicians and music lovers from around the world every July, while the rest of the year's calendar is filled with everything from marathons to carnivals to film festivals. Not to be outdone, Malmö's big festival, Malmö Festivalen, held every August combines music, theatre, dance and food on a grand scale.

Both cities boast major art collections – Copenhagen's Statens Museum for Kunst (the national gallery) showcases art spanning many centuries, while Malmö's Konsthall is the largest contemporary art space in the region. Copenhagen's Ny Carlsberg Glyptotek has a stunning collection of 19<sup>th</sup> century French paintings and sculpture spanning several centuries.



Meanwhile, just north of Copenhagen beside the coast is Louisiana Museum of Modern art, an idyllic setting for a fine collection of 20<sup>th</sup> century Scandinavian and international art.

Slightly more low brow, but no less enjoyable nonetheless is Tivoli Gardens, Denmark's number one tourist attraction. This historic amusement park lies in the heart of the city and offers all the fun of the fair in a traditional beer garden atmosphere.

Both Malmö and Copenhagen have well preserved historic centres, made up of cobbled squares, 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> century town houses and numerous churches – and that's all the excuse we need to classify a shopping trip to either one as a 'cultural' experience. Further justification comes from the fact that many of the shops in these cities showcase the extraordinary depth of contemporary design talent that resides in the region. Whether you are clothes shopping, or looking for things for the home, this is one of the most vibrant places in Europe to shop.

In Copenhagen your first stop should be Illums Bolighus in the heart of the pedestrian shopping street, Strøget, where you will find not just the latest fashion and homeware designs from around the world, but the best in classic Danish design. Meanwhile, in Malmö make a beeline for the Form Design Centre just off historic LillaTorg, which combines an exhibition and retail space dedicated to the best contemporary Scandinavian fashion, homeware and art.

### **Art on a Plate**

Over the past decade the cuisines of Denmark and Sweden have undergone a tremendous change. Gastronomy in the region has woken up both to the outside world as well as its own rich culinary heritage and remarkable local produce.

Copenhagen now has more Michelin starred restaurants than the rest of Scandinavia combined (9 in total), including the world famous Noma, which famously sources all of its ingredients from the Nordic region and recently ranked within the top 20 restaurants in the world, and the region's finest Italian restaurant, Era Ora. Traditional local specialties have in no way gone out of fashion and the famous "smørrebrød", open sandwiches, washed down with a cool beer and a frosty shot of Aquavit, are still as popular as ever amongst the Danish people.



One of the most beautiful dining room in the city is that of The Paul, housed in an elegant, crescent shaped conservatory, designed by Poul Henningsen in the heart of Tivoli Gardens. Its English chef, Paul Cunningham, has also earned himself a Michelin star, as has formel B, a stylish Modern European restaurant on the outskirts of Vesterbro.

A gastronomic tour further around in the Øresund Region would take you right out to the edges of the region, from a culinary feast at Restaurant Babette in South Zealand to Restaurant Tinggården in Frederiksværk or Restaurant Snekken overlooking the harbour and Viking ship Museum in Roskilde.

For an out of the ordinary culinary experience, Skåne is the place, with great food and inns specialising in the best of local produce - herring, goose and eel to name a few delicacies. Long recognised nationally as a gastronomic gem of an area, a new generation of chefs have now been garnering international acclaim and awards. Few chefs in Sweden are as highly regarded as Niklas Ekstedt, whose restaurant Niklas in Helsingborg showcases his innovative and accomplished cooking. Equally revered among Swedish gourmets and gourmants is Gastro, also in Helsingborg. Recently voted the best restaurant in Skåne by the influential White Guide, Gastro is a brasserie/bistro/bar whose cuisine is influenced by the global kitchen, yet is grounded in the best local ingredients.

Malmö is rapidly forging a reputation as a prime foodie destination with top restaurants including Salt och Brygga in the new Western Harbour area with views to the Øresund Bridge; Atmosfär, serving the contemporary Scanian food skillfully blended with global influences in the centre of town; the so-hip-it-hurts Torso Twisted restaurant and bar complex beside the landmark Turning Torso Tower; and the granddaddy of all the city's restaurant, the still peerless Årstiderna I Kockska Huset, a classic Franco-Swedish restaurant housed in the red brick, vaulted cellar of an historic town house on the main square.

### **A living history**

A good deal of the richness of he region comes from its history. In Copenhagen history lies all around which is why it is best seen on foot or by bicycle. Make sure to see the fairy tale palace of Rosenborg, once a royal summer palace and now a museum home to the Crown Jewels (among many treasures), and the current home of the Danish royal family at Amalienborg. Close by the city's most impressive church, Marmorkirken (the marble church) from whose dome you can see Sweden just across



the sea. In the other direction is the harbour, home to the symbol of the city, the statue of the Little Mermaid, as well as some of its most impressive contemporary architecture, including the new Opera House and the extension to the Royal Library, nicknamed the Black Diamond. By far the best way to see the harbour is to take a canal boat tour from either Nyhavn, the historic canal once home to Hans Christian Andersen, or Gammel Strand, just beside Christiansborg Slot (Christiansborg Castle, the parliament building).

North of Copenhagen lie three more castles that are well worth a trip: the best known internationally is Kronborg Slot in Helsingør, better known as Elsinore, home of Hamlet. This fortress overlooks the Øresund and hosts productions of Shakespeare's longest play every summer. A little further south in Fredensborg is the summer residence of the Danish royal family, Fredensborg Slot, while at nearby Hillerød the magnificent Renaissance castle of Frederiksberg is said to be among the finest of its kind in Europe.

For Viking history, a visit to the Nationalmuseet (the National Museum), also in the city centre is a must, but a trip out of town to the cathedral city of Roskilde is perhaps even more rewarding for Viking aficionados. Here you will find the Viking Ship Museum, housing genuine Viking ship finds excavated from the fjord here.

Over in Sweden, three of Malmö's finest museums are housed in its magnificent castle, Slottet Malmöhus, but the city itself is steeped in history from the medieval streets to the west of Lilla Torg to the Renaissance architecture of Stortorget. An excellent way to see the city and experience one of its beautiful park is to take a tour of the canal the encircles the city centre.

Less than half an hour away by train is Lund, the historic heart of Skåne, with a fascinating open air museum including dozens of historic buildings, while further along the coast you come to Helsingborg, just across the sea from Helsingør in Denmark, and boasting its own castle and historic town centre. You could conclude your trip with a visit to the beautiful Sofiero Castle with its enchanting flower gardens and restaurant.

### **Escape to nature**

And perhaps best of all, here in the Øresund Region you can escape the modern world in minutes and find yourself in a quiet beech forest or rambling deer park; teeing off on a beautiful golf course; lazing on a



beautiful sandy beach or having fun in a water sports lagoon; sailing the seas or flying through the air in a hot air balloon. Sometimes it seems like anything is possible the Øresund Region...

### **Facts about Copenhagen / Øresund**

The third fase of the Project Copenhagen / Øresund, runs from 2007 – 2009.

The budget is over DKK 81m, including DKK 8.3m from the EU's INTERREG IIIA. The markets targeted by the project are Germany/Switzerland, Great Britain/Ireland, USA, China, Italy and Spain. Copenhagen / Øresund partners are SAS, SPANAIR, Copenhagen Airport, the Oresund bridge, Avis, Malmö Tourism, Position Skåne, VisitDenmark and Wonderful Copenhagen. The aim is to place the Øresund region on the world map and make the destination more accessible.

Links to our partners:

[www.visitcopenhagen.com](http://www.visitcopenhagen.com)

[www.visitdenmark.dk](http://www.visitdenmark.dk)

[www.malmo.se/turist](http://www.malmo.se/turist)

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