

PRESS RELEASE

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New Photo Book about The Young Sweden

44 young photographers between 14-32 years were selected to depict Sweden, which are not just about nature, ikea, red cottages with white corners and the Ice Hotel in Jukkasjärvi. You will be able to see their photos in "Photo Book about Sweden" released February 26th. The project is voluntary based, with support from the EU and the book has been translated into seven languages. The book is the first of its kind and a follow-up is already planned.

- The purpose of the book is to show another picture of Sweden than often presented. Many young people do not recognize themselves in the image society and media convey, says Ola Möller, Project Manager for the Photo Book about Sweden.

Ola Möller got the idea for the project in May 2006.

- We looked for a book that showed our Sweden. We wanted to give a book to the persons we would meet on our studies in Argentina, but we found none that we recognize ourselves in. Most of the books showed an romanticised picture of Sweden with quaint cottage, dark deep forests, mooses and midnight sun.

The summer of 2008 had young photographers the chance to send in photos about their picture of Sweden. The project quickly drew attention of the media and in total there were over 1500 images from over 200 photographers. From this 64 images were selected. Among the 44 photographers you can find everything from professionals picture of the year-winners to youths interested in photo.

With zero kronor in the marketing budget has Facebook become the main channel to reach people who have been interested in participating. Two years after work has begun the book release at Berns 2.35:1 February 26 in Stockholm.

- In the image selection, the idea was to get a broad mix of photographers from different class, gender, geographic and ethnic backgrounds in order to show a diverse picture of Sweden.

Over 70 people have over time been involved in the project. Among photographers, translators, graphic designers, project managers and programmers. The photographers have written captions to their images. At the back of each book are translations in seven languages. English, Spanish, German, French, Portuguese, Russian and Arabic. Together languages spoken by 3.5 billion people worldwide.

Part of the edition is distributed free to schools, waiting rooms in hospitals and clinics as well as to politicians. The book will be sold via photo book's website and at selected bookstores. Information will be available on: <http://fotobokenomsverige.se/english>

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