



THE NORDIC REGION

The National Nordic Museum shares Nordic culture, values, and ideas with people of all ages and backgrounds to create connections, generate dialogue, and inspire new perspectives.



**National
Nordic
Museum**

Eric Nelson, Executive Director/CEO



With the National Nordic Museum since 2008, Executive Director/CEO Eric Nelson has led the Museum's transformation to an internationally acclaimed and award-winning institution. Named 2019 Swedish

American of the Year by the Vasa Order of America, Nelson's work is acknowledged for establishing the Museum as the only museum in the United States—and indeed the world—that showcases the impact of Nordic values and innovation in contemporary society. Nelson was previously awarded Knight of the Order of the White Rose of Finland by the President of Finland Sauli Niinistö. In 2020, he accepted the Gold Hazelius Medal for the Museum's advancement of Swedish ethnological and cultural heritage research on a national level. His Majesty King Carl XVI Gustaf of Sweden recently awarded Nelson the distinction of "Knight 1st Class of the Royal Order of the Polar Star" in recognition of his leadership.

Leslie Anne Anderson, Director of Collections, Exhibitions, and Programs



Since 2019, Leslie Anne Anderson has led the Museum's efforts to oversee the care and interpretation of the permanent collection. Previously, she was Curator of European, American, and Regional Art at

the Utah Museum of Fine Arts, University of Utah, where she organized numerous exhibitions. Career highlights include winning the Award for Excellence from the international Association of Art Museum Curators and the Utah Museums Association Award for Excellence. She has also been Field Editor for West Coast Exhibitions for the journal *caa*, reviews, which is devoted to the peer review of art exhibitions and books. A former Fulbright scholar at the University of Copenhagen, Anderson specializes in Nordic art.

We provide unique experiences that our visitors, and extended virtual audience, may not otherwise encounter.

Visiting and Permanent Exhibitions

- Provide a platform for cultural diplomacy and present current scholarship that examines 12,000 years of Nordic history and culture through the lens of Nordic values. *Nordic Journeys*, the Museum's core exhibition, provides an anchor for the visitor experience.
- Bring treasures from the Nordic region's leading museums to the US, with visiting exhibitions such as *Among Forests and Lakes: Landscape Masterpieces from the Finnish National Gallery*. This 2021 exhibition featured exceptional works by Finland's greatest artists. In 2022, *From Dawn to Dusk*, from the Swedish National Museum, will present an equally diverse collection of Nordic masterworks.
- Focus on the Nordic themes and values of openness, sustainability, social justice, and innovation.

Onsite and Virtual Programs

- Include a diverse range of topics and formats including lectures, panels, book talks, film festivals and screenings, concerts, regional and national conferences, and workshops. Over 100 programs are offered each year and reach an audience from 54 countries across 6 continents.
- Create community connections as well as reach a global audience through focus on the Nordic culture, values, and innovation. Recent programming ranged from food security and sustainability series offered in collaboration with Nordic Council of Ministers to discussions on the impact of colonialism to gatherings of experts to address timely topics, such as the development of green technology.
- Expand the reach of the Museum through such events as 2020's first-ever Nordic Genealogy Conference that offered presentations by more than 15 professional genealogists and subject matter experts from North America and the Nordics. Presented virtually, the program drew participants from the Pacific Northwest and 26 US States and two Canadian Provinces.





“Museums that practice resource conservation and responsible building operations have tremendous value as models and educational tools for creating an environmentally literate public.... A recent example of sustainability, particularly energy efficiency, in new construction is the National Nordic Museum in Seattle. It won a 2020 Sustainability Excellence Award (SEA) from the Environment & Climate Network of the American Alliance of Museums (AAM).”

—Sarah Sutton, Museum Management Curatorship, “The evolving responsibility of museum work in the time of climate change,” November 2020.

Committed to Nordic Values

The Museum experience is organized around key Nordic themes and values of openness, social justice, innovation, and sustainability.

Awards

- American Alliance of Museums: Environmental Sustainability Award
- American Institute of Architects: Northwest and Pacific Region Design Award, Merit Award
- American Institute of Architects: Seattle Honor Awards for Washington Architecture, Award of Honor
- Hazelius Medal Gold, Nordiska Museet, Stockholm
- Mid-Atlantic Association of Museums: Buidly Award
- Seattle Business Magazine: Skyline Award, Gold Award/ Cultural Development of the Year
- US Green Building Council Leadership in Energy and Environmental Design (LEED), Gold Certification
- USA Today: Readers’ Choice Award, “10 Best” New Museums Finalist



Top left: Her Royal Highness Crown Princess Mary Elizabeth of Denmark address the opening day crowd (2018). Bottom left: Robert O’Driscoll, Consul General of Ireland to the Western United States; Jeanne Kohl-Welles, King County Councilmember; Eric Nelson, Executive Director/CEO; and Helge Marstrander, Consul/Deputy Chief of Mission, Royal Norwegian Consulate General in San Francisco at the opening of Museum’s labyrinth (2021).

“Seattle, whose fish- and forest-rich industries long ago attracted scores of Nordic immigrants, who planted cultural roots in the city, many in the Ballard neighborhood....Could those ancestors have guessed that the city would one day be home to the largest museum in the United States dedicated to honor their legacy and influence? Would they have believed that Architectural Digest, The New York Times and other publications have dubbed it one of the top new museums to visit in the world? What is known is that the Nordic influence is everywhere, in Seattle and beyond, from pop culture to politics—and the [National] Nordic Museum is the stage to tell the world all about it.”

—Gwendolyn Elliot, Seattle Magazine, “Inside The New Nordic Museum,” May 2018.



An Extraordinary Venue

Thanks to the generosity of thousands of supporters and donors, the Museum successfully completed a \$53 million capital campaign to build its award-winning facility to house a permanent collection of more than 80,000 objects. The state-of-the-art environmental and security control allows the Museum to attract world-class visiting exhibitions.

The Museum's 5,388 square meter facility includes permanent and visiting exhibition galleries, classrooms, community gathering and performance spaces, as well as collection storage areas.

The National Nordic Museum has become a premier destination for conferences and other assemblies to celebrate Nordic culture and the exchange of ideas. The Museum serves as a connector between the Nordic region and the Pacific Northwest.

The Museum's Cultural Resource Center, including genealogical reference library, is used by researchers, scholars, and the general public. The archive of more than 1,000 audio and video oral histories continues to grow. This collection contains fascinating examples of the interconnected history of the Pacific Northwest and the Nordic region.



Contact:
Rosemary Jones
National Nordic Museum
marketing@nordicmuseum.org



2655 NW Market S
Seattle, WA 98107
206.789.5707
nordicmuseum.org

Events



Nordic Innovation Summit

A full-day conference bringing together top technology, government, and innovation leaders from the Nordic region and the Pacific Northwest to exchange ideas, build connections, and create new economic and policy opportunities. In 2020, a virtual Summit drew more than 6,000 viewers.



Film Festivals

The annual Nordic Lights Film Festival and Sámi Film Festival showcase the best of Nordic and indigenous cinema. Partnering with other Northwest film festivals and international organizations, the Museum provides film programming year round in theaters and online.



Conferences

Our conferences gather experts, scholars, and renowned personalities. Recent conferences include the Virtual Nordic Genealogy Conference and the Nordic Knitting Conference, a biennial celebration of Nordic fabric arts.



Community Gatherings

Celebrating all things related to Nordic Christmas traditions, the annual Julefest event draws thousands of people to the Museum in November for culture, food, fun, and festivities. Other gatherings center around regional events, summer activities, and outdoor recreation.