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Announcing the launch of Space - a destination for digital culture

STOCKHOLM, Sweden, October 16, 2019; Space, a contemporary digital culture center and Europe's largest permanent esports and gaming venue, today announced the launch of its first location at Sergels torg in Stockholm, opening in 2021. Space is a new and unique concept combining gaming, music, and content creation, the key ingredients of digital culture, all under one roof.

Space Stockholm will be the modern go-to social playground. Space is the destination you go to play your favorite game on ultra modern gaming

stations, experience music in the live arena, meet and make friends, visit events, produce your own music, podcast or video.

Space will engage people through unparalleled entertainment experiences, where everyone can learn, grow and thrive. The digital boom has had amazing benefits, people are connecting and collaborating across the globe. In the digital era, for some making connections is easy, but others would say that life has become more isolated.

“At Space we strive to inspire and uplift communities, motivating the next generation. We aim to create a place for digital culture that connects human beings, a world where everyone can thrive in their creativity and have a stronger sense of belonging,” says Gustav Käll, CEO and co-founder of Space.

The components of the Space concept include a gaming center, a multi-purpose arena, content creation and music studios, restaurants, cafes and a gym. The spectacular arena, for hundreds of visitors, is a key element of the Space concept. The purpose of the venue is to enable high-profile events in the music, gaming, and video creation community such as music performances, esports tournaments, game launch events, and conferences. Music, gaming and content creation are the three distinct pillars that set the foundation. Co-working space will be built into the concept over time, allowing for start-up companies to develop business models in close proximity to the audience.

Gaming; a thrilling gaming destination and esport arena, that redefines the gaming experience with state-of-the-art computers and consoles provided by partners for casual and competitive gamers. The gaming center will feature over 500 fully equipped stations in an open and varied environment, making it one of the biggest permanent gaming venues in the world.

Music; unique and immersive music experiences for fans and creators including live performances in the arena, pop-up gigs and studio sessions. Production workshops, audio engineering classes and more, makes Space a place for established and aspiring artists to flourish.

Content Creation; music-, podcast- and video studios for digital media production will become a natural meeting place for creators, esport ambassadors, influencers and artist alike. The content creation hub will offer fully equipped production resources to unleash both talent and stories.

Space was founded by Gustav Käll, Per Sundin and Lars Blomberg, industry veterans who bring years of experience at the leading edge of gaming, music and media industries. The main investor is Pop House Sweden, where Björn Ulvaeus and Conni Jonsson are majority owners.

Space will be in one of the most well-known, centrally located buildings in Sweden: Building 5 at Sergels torg. AMF Fastigheter, one of Sweden's largest commercial real estate developers is committed to evolving the area into a major cultural and creative hub. Space will boast approximately 7,500 square meters of customized entertainment experiences. "We're thrilled that Space is joining us at Building 5. The area is continuing to evolve as a hub for culture, creativity and community engagement. Space will play a vital role as this location continues to blossom into a vibrant city space for everyone who lives in and visits Stockholm," says Mats Hederos, CEO of AMF Fastigheter.

"Sweden has a long history in leading tech and music innovations and providing a vibrant scene for the next generation. Space will serve as a leeway to transform culture and society at large, a place where beliefs, ideas and attitudes collide in a unifying force that will reset the status quo and transform tomorrow for generations to come," says Per Sundin, CEO Pop House and co-founder of Space.

"Space Stockholm, with its unique location at the heart of Sweden's capital, is poised to become a cultural landmark – not only for the city, but for the entire country. It promises a bright future for Sergels Torg by creating a modern, progressive hub for digital culture," says Anna König Jerlmyr, Mayor of Stockholm.

About Space

Space is a contemporary digital culture center, opening in 2021. The unique concept combines gaming, music, and content creation, the key ingredients of digital culture, in a physical place. Space aims to provide an environment enabling people to connect, collaborate and create communities in an instant - influencing youth, culture and society at large. www.space.cc

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About Pop House

Pop House was founded by Björn Ulvaeus and Conni Jonsson in 2014 with a

vision of building a world-class entertainment destination at Djurgården in Stockholm, as well as creating cultural experiences for a wide audience in Sweden and the rest of the world. The company group owns and operates ABBA the Museum, Pop House Hotel, Cirkus, Hasselbacken and Space.
www.pophouse.se

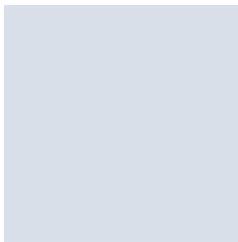
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Om Space

Space är ett digitalt kulturcenter som öppnar under 2021. Det unika konceptet kombinerar gaming, musik och innehållsskapande, de viktigaste delarna av den digitala kulturen, på ett och samma ställe. Space syftar till att skapa en miljö som gör det möjligt för människor att mötas, samarbeta och skapa communities - som påverkar ungdomar, kulturen och samhället i stort.
www.space.cc

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