

# Why Learn Swedish?



**Uncover your roots!** Almost 4% of the US population has Swedish ancestry, much dating to the “Great Migration” of 1885-1915. Language can help you powerfully connect with the past, and with your cultural and intellectual inheritance.



**Get to know today’s Swedes!** Sweden consistently ranks among the happiest and most progressive countries on the planet. Learn what’s behind Sweden’s high rankings, from family-friendly values and eco-consciousness to world-class education.



**Learn an “easy” new language!** As a Germanic language, Swedish is closely related to English, with many words in common like student, information and under. Other similar words include: *båt* (boat), *katt* (cat) and *över* (over).



**Stretch your vocabulary!** Swedish also features great words for concepts that English doesn’t quite capture, like *lagom* (“not too much or too little”), *duktig* (“remarkably competent”), and *hen* (a singular gender-neutral pronoun). Swedes also love creative compound words, like *sköldpadda* (“turtle,” literally shield + toad), *tupplur* (“nap,” literally rooster + trick), and *smörgåsbord* (“feast,” literally butter + goose + table).



**Expand your spirit and stretch your muscles!** Enjoy the outdoors? Sweden is for you! With clean air, spectacular landscapes and outdoor activities and the joyful embrace of nature known as *friluftsliv*, Sweden is an ideal travel destination. There’s a lot to explore in the largest country in Northern Europe, from Skåne in the south to Lapland in the north. No wonder Sweden produces star athletes like Björn Borg and Nicklas Bäckström!



**Enjoy beauty by design!** IKEA has spoken Swedish to many of us for years, but the language of Swedish design has long enhanced daily life in Sweden and beyond. From iconic furniture designs by Bruno Mathsson to the fabric and wallpaper of Svenskt Tenn, Swedish design is world-renowned as sleek, clean, natural, modern and functional.



**Discover a hotbed of innovation!** Boasting some of the world’s most famous inventors, just think of Alfred Nobel (dynamite), Niklas Zennström (Skype), Gideon Sundbäck (zippers), Anders Celsius (temperature scale) and Markus Persson (Minecraft), among others. Today nearly 1 in 10 adult Swedes are entrepreneurs or involved with start-ups.



**Explore culture and the arts!** From pioneering children’s author Astrid Lindgren, whose Pippi Longstocking stories have been translated into more than 60 languages, and film icon Ingmar Bergman, to world-beating musicians like ABBA, Robyn and Avicii, Sweden’s arts and cultural scene is hot. Want to impress Swedish powerhouse music producers like Max Martin? Speak to them in Swedish!



#LivetheLanguage

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