

VISIT GUIDE 2026

# ABBA The Museum

Stockholm · From 22.18€

https://abbathemuseum.visit-tickets.com/en/ · Skip-the-line tickets & rates



# History & experience

ORIGIN & HISTORY

## From Warehouse to Pop Temple

GOOGLE 4.5 ★★★★☆ 21 933 reviews

TIQETS 4.6 ★★★★★ 1 177 reviews

The story of **ABBA The Museum** begins long before its official opening. In **2006**, the entrepreneur couple Ewa Wigenheim-Westman and Ulf Westman visited the Beatles Museum in Liverpool. This experience deeply inspired them, leading to the public announcement of their project on November 11 of the same year. Their vision was clear: to create an immersive space dedicated to Swedish pop culture, proving that music can be an architectural and narrative force.

The road to realization was long. It took **two years** of intense negotiations to convince the members of ABBA to support this ambitious project. This process ensures today the authenticity of the collections and the historical fidelity of the whole. The choice of site, in May 2007, fell on an abandoned warehouse located near Gröna Lund park, offering a raw industrial setting ideal for a technological transformation.

The building underwent intensive renovation to become a state-of-the-art museum. Architect Celsing Arkitekter worked on this structure to integrate modern technologies while respecting the industrial soul of the place. The opening date was set for **May 7, 2013**, marking the beginning of a new era for the preservation of the Swedish musical heritage.

A key element of the museum's credibility is the collaboration with Catherine Johnson, screenwriter of the film **Mamma Mia**. She wrote the script for the audio guide, ensuring a coherent narrative that links each song to the biographical events of the group. This narrative approach transforms the simple display of objects into a true living story, where each artifact tells part of ABBA's journey.

## THE EXPERIENCE

The moment you step through the doors of the former warehouse, the atmosphere changes dramatically. The space, entirely on a single level, is bathed in dynamic lighting that highlights the glittering costumes and legendary instruments. You are no longer just a spectator; you are invited to enter ABBA's sonic and visual universe, where every architectural detail serves the musical narrative.

The experience culminates with **The Fifth Member** technology. Thanks to reactive holograms, you can sing face-to-face with the band members, creating a unique and memorable interaction. The soundscape envelops visitors, often triggering goosebumps and shared laughter. It is a total immersion that far exceeds a traditional museum visit, offering a direct emotional connection to the history of pop music.



PREPARE YOUR VISIT

# Practical information

### ADDRESS

Djurgården Island · Tram: Tram No. 7 (Lilla Essingen stop) or Tram No. 8. 5 min walk from Gröna Lund.

### OPENING HOURS

Open 7 days a week from 10 am to 6 pm. Occasional closures for private events: check the calendar on the official website before your visit.

### FARES

Indicative price: €22.18. Book online to guarantee your specific time slot.

### VISIT DURATION

Allow a minimum of 1h30 to 2h. The pace depends on your desire to sing: each holographic karaoke session can be extended if you want to redo the songs.

### PHOTOS

Personal photos are allowed without flash. For professional or commercial videos, prior agreement is required with the museum team.

### AUDIENCE

Ideal from age 8, but designed for teenagers and adults. Sound and dynamic atmosphere, perfect for active fans who want to move rather than contemplate.

HOW TO GET THERE

# Access & transport

**Metro**

: Allmänna gränd — 2 min à pied

Stockholm Central Station (11 min) · Stockholm-Arlanda Airport (95 min)

**Bus**

: Skansen — 4 min à pied

Stockholm Central Station (17 min) · Stockholm-Arlanda Airport (157 min)

**Car**

Stockholm Central Station (11 min) · Stockholm-Arlanda Airport (127 min)

**Bike**

Stockholm Central Station (12 min) · Stockholm-Arlanda Airport (174 min)

LOCALISATION

# Où se trouve ABBA The Museum ?




📍 68,Djurgårdsvägen — 115 21 Stockholm

🌐 59°19.505′ N, 18°5.807′ E



ORGANIZATION

# A Fluid and Interactive Journey

**Single Level (Ground Floor)**

The museum is designed on a single level without stairs, making it accessible to all visitors. The tour begins with a chronological introduction to the formation of the group, featuring exhibitions of original costumes and instruments. The rooms are arranged in a fluid manner to guide the visitor through the different stages of ABBA's career, culminating in the interactive areas.

ACCESSIBILITY

♿ **Disabled Access**

Easy wheelchair access thanks to a single-level building without stairs.

👨‍👩‍👧 **Families**

Ideal from age 8, dynamic and interactive atmosphere for active families.

🎧 **Audio guide**

French, English, Spanish, Italian, German



# Must-sees

SELECTION

## Highlights of the Immersion

01 ABBA Main Interactive Zone

### The Fifth Member Karaoke

It is the beating heart of the museum. Thanks to advanced technology, you sing in front of the group's holograms, which react to your voice and movements. The interaction is stunning and allows you to relive the energy of live concerts. It is the most immersive experience offered by the venue.

> 💡 The holograms are programmed to identify the audience's best singing moments, creating a sensation of being truly on stage with them.

02 ABBA Polar Music Room

### Reconstitution of The Audition

This room faithfully recreates the audition at Polar Music, a pivotal moment in the group's history. The anecdotes shared by the audio guide, particularly those concerning Owe Sandström, add a human and emotional dimension to the visit. Many visitors find a strong personal resonance here.

> 💡 The script was written by Catherine Johnson, the screenwriter of Mamma Mia, ensuring remarkable historical and narrative accuracy.

03 ABBA Permanent Exhibition

### Original Costumes and Accessories

An impressive collection of costumes worn during world tours is displayed here. Each piece tells the story of a specific era in the group's career, from humble beginnings to grand spectacles. The quality of the details and the preservation of the items testify to the importance placed on authenticity.

> 💡 Some costumes were used during major performances such as Eurovision, making these pieces true historical treasures.

04 ABBA Technical Area

## Instruments and Recording Studio

You can admire the instruments used by the band members as well as a reproduction of their recording studio. This section offers a fascinating glimpse into the creative process behind their international successes. It helps to understand the technical rigor that accompanied their artistic creativity.

> 💡 The audio equipment on display are period models, offering rare insight into the production techniques of the 70s and 80s.

05 ABBA Hall of Fame

## Gold Records and Awards

A dedicated showcase for awards and certifications illustrates the group's global success. Gold and platinum records testify to their worldwide impact on pop music. This section highlights the extent of their cultural influence beyond Sweden.

> 💡 The number of copies sold displayed here places ABBA among the best-selling artists of all time, an impressive statistic for a band formed so briefly.

06 ABBA Exit Route

## Official Store

At the end of the visit, the store offers unique merchandise and exclusive souvenirs. It is the perfect place to take a piece of the experience with you. The products range from reissued vinyl records to themed accessories, satisfying fans of all generations.

> 💡 Some limited edition items are only available in this store, making it a sought-after collection point for collectors.

07 CATHERINE JOHNSON Entire Museum

## Narrative Audioguide

The audioguide, available in several languages including French, is essential for understanding the context of the exhibitions. Written by the screenwriter of Mamma Mia, it transforms the visit into a captivating narrative. It guides the visitor through personal anecdotes and key historical facts.

> 💡 The quality of the audioguide's writing is often cited as a major asset, rivaling that of a cinematic documentary.

08 CELSING ARKITEKTER Building Structure

## Renovated Architecture

The transformation of the former warehouse into a modern museum is itself an attraction. The raw architecture has been elevated by discreet yet effective technological interventions. The open space allows for fluid circulation and a gradual immersion into ABBA's universe.

> 💡 The choice of this strategic location near Gröna Lund made it possible to create a strong cultural and tourist hub on Djurgården Island.

TIPS

# Maximizing Your Karaoke Session

### TIMING

Book your ticket online to secure a specific 30-minute time slot. Enter at the very beginning of your slot to maximize the time available for karaoke sessions, as they may extend depending on how much you feel like singing.

### TICKET

Compare the flexibility of the standard ticket with the Guided Tour led by Ingmarie Halling or Owe Sandström. The Guided Tour offers exclusive anecdotes, while the standard option is more self-guided. Check the cancellation conditions (often 24 hours in advance) before purchasing.

### TOUR

Follow the natural flow of the tour, which is designed for a chronological progression. Do not skip the exhibition sections before the karaoke, as the audioguide prepares the necessary emotional groundwork to fully appreciate the final interaction.

### PHOTO

Flash-free photography is allowed everywhere. The best place to take photos is in front of the holograms during the karaoke session, but be careful not to block other visitors' view. Please check the conditions for professional video shoots.

### BREAK

Although there is no integrated restaurant, plan a lunch break after the visit at one of the many establishments around Gröna Lund or the cafés on Djurgården. This will allow you to digest the intense experience before continuing your day.

### CHILDREN

The experience is ideal from age 8. Younger children can join, but the interactions are designed for teenagers and adults. Make sure the children are comfortable with the sound and dynamic atmosphere before starting.

### AUDIOGUIDE

The audioguide is essential. It is available in French, English, Spanish, Italian, and German. Listen carefully to the anecdotes about Owe Sandström and the formation of the group, as they significantly enhance your understanding of the exhibitions.

### COMFORT

The museum is on a single level, ideal for people with reduced mobility. Use the small drop-off space at reception to lighten your load with bulky bags. Wear comfortable shoes, as you will be standing and active throughout the visit.



FREQUENTLY ASKED QUESTIONS

# FAQ

### Do I really need to book in advance?

Yes, online booking is strongly recommended to avoid queues, especially during VIP evenings. By booking, you choose your precise entry time (30-minute slot). This also guarantees the best available rate.

### Can I cancel my ABBA The Museum ticket?

Cancellation is possible up to 24 h before the chosen slot, subject to the conditions displayed at the time of booking. After this deadline, the ticket is non-refundable: so check the date before confirming.

### Is there a promotion running?

Special offers may appear depending on the season or special events. Online booking generally allows access to the best prices available. Keep an eye on the official page for temporary promotions on guided tours.

### How does the time slot work?

You select a 30-minute slot at purchase (e.g., 10:00). You can enter between 10:00 and 10:30. Once inside, you stay as long as the museum is open. Don't arrive too early: join the queue only when your slot starts.

### How long does the visit last?

Plan for 1h30 to 2h for a complete experience. This includes passing through the integrated cinema and karaoke sessions. If you like singing at length with the holograms, allow more time as there is no strict limit insid

DID YOU KNOW?

# Anecdotes & curiosities

### The Liverpool inspiration

The project was born directly after the founders' visit to the **Beatles Museum** in 2006. This inspiration led to the creation of a place dedicated to Swedish pop culture, proving that music museums can be major tourist drivers.

### Two years of persuasion

It took entrepreneurs Ewa Wigenheim-Westman and Ulf Westman **two years** to convince the members of ABBA to support the project. This lengthy negotiation today guarantees the museum's authenticity and legitimacy in the eyes of fans.

### Screenwriter of Mamma Mia

The audioguide script was written by **Catherine Johnson**, screenwriter of the film Mamma Mia. This collaboration ensures a coherent and professional narration that skillfully links the songs to the band's biographical events.

### Historic Opening

The museum opened its doors on **May 7, 2013**, after several years of intensive renovation. This date marks the beginning of a new era for the preservation of Swedish musical heritage and has set a model for future interactive museums.

## AROUND THE MUSEUM

Located on Djurgården Island, the museum benefits from a rich cultural environment. Just five minutes' walk away, the amusement park **Gröna Lund** offers historic rides perfect for extending your day. For maritime history enthusiasts, the **Vasa Museum**, which houses the best-preserved 16th-century ship, is located in the same neighborhood. After your visit, you can enjoy the many trendy cafés situated around the former industrial area, ideal for digesting the emotion of the performance. The urban beach at Djurgårdsbrunnsvik also offers an unobstructed view of Stockholm, perfect for a contemplative break before heading back to the tram.




Leaving ABBA The Museum, you carry with you an unforgettable energy. Whether you are a devoted fan or simply curious about the Swedish music scene, this experience leaves a lasting impression. The blend of history, technology, and collective singing creates a moment suspended in time. Don't wait any longer to live this unique musical adventure in the heart of Stockholm.