

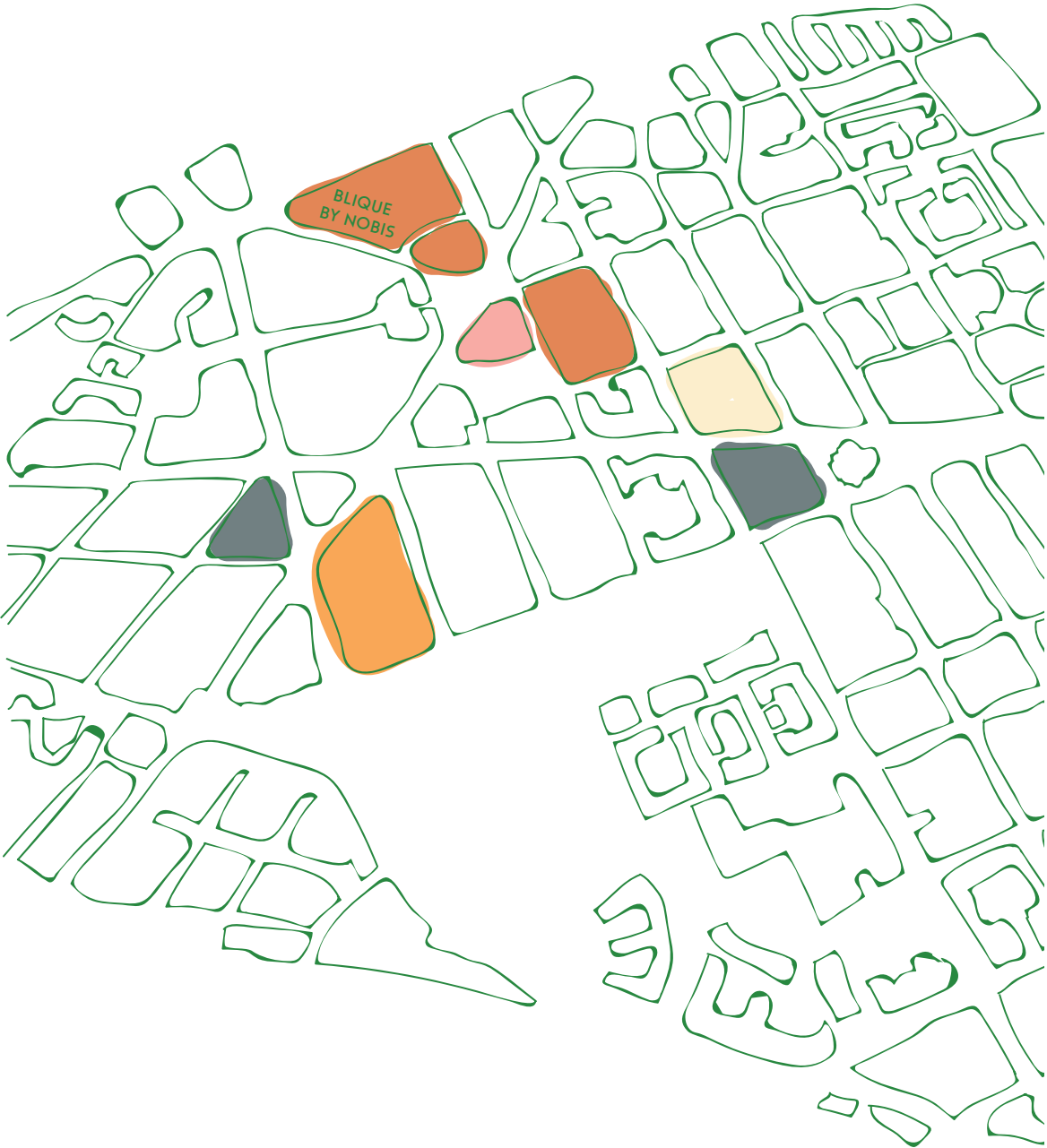
HOW TO  
ACT LIKE  
A LOCAL

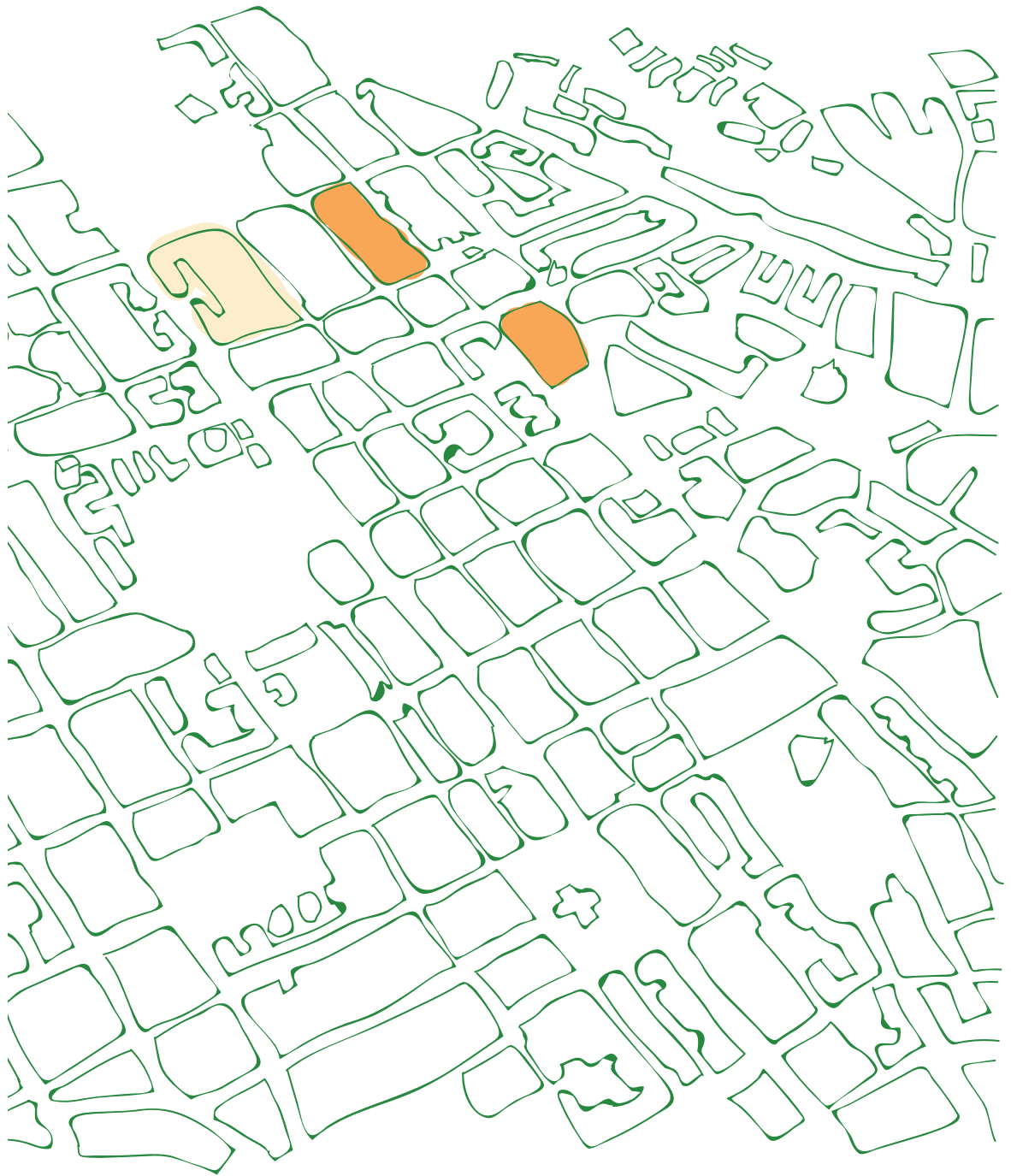


Fitting in to the society of Stockholm isn't always easy. If you want to give it a try, follow these 7 steps where we'll do our best to guide you through it.

**This is how to act like a local.**

BLIQUE  
BY NOBIS





## STEP 1. DO NOT MAKE HUMAN CONTACT SUCH AS SMALL TALK

Or in other words, mind your own business. Stockholmers are great friends once you get to know them, but pretty good at acting both blind and deaf when approached by random strangers. We think it has something to do about the darkness in winter.

But, if you'd like to make small talk anyway, here are some good places to meet people:

**Svartengrens**, Tulegatan 24 – Hand crafted cocktails, micro brewed beers and a great selection of wines by the glass.

**Babette**, Roslagsgatan 6 – Relaxed and hip restaurant with great food and nice wine.

**Erlands**, Gästrikegatan 1 – A cosy (and small) cocktail bar where you can enjoy delicious drinks and listen to live jazz.

## STEP 2. (IF YOU FAIL STEP 1) DO NOT CONFUSE SWEDEN WITH SWITZERLAND

We are famous for IKEA, ABBA and Volvo - not for Swiss chocolate and fondue pots of melted cheese.

Want to check out some other Swedish brands? Try these ones:

**HOPE**, Odengatan 70 - Contemporary, high-quality fashion.

**Acne Archive**, Torsgatan 53 - Find your favourites from Acne's old collections at Acne Archive.

**All Blues**, Bråvallagatan 2 (by appointment showroom) - Jewellery handcrafted in Stockholm using recycled, locally sourced materials.

**Eytys**, Norrlandsgatan 22 - Exclusive collection of unisex footwear and clothes.

### STEP 3. AS SOON THE SUN IS PEERING, PUT ON YOUR SUNGLASES

It is very important to protect your eyes from the UV-rays... Or, do we just want to show off in our fabulous sunglasses?

Want to look sharp in your own pair of fabulous Swedish sunglasses? Go for:

**Nividas**, Norrlandsgatan 10.

**Vasuma**, Trädgårdstvärränd 4 (by appointment showroom).

**Chimi Eyewear**, Kungsgatan 6.





## **STEP 4. WHEN RIDING THE ESCALATOR, PLEASE STAND TO THE RIGHT**

...So that stressed Stockholmers can pass you on the left-hand side. We're not sure where everyone is heading, but we know we're always in a hurry. Please, don't disrupt our pace.

If this sounds hard, visit places where people don't care to beat the clock - like these lovely galleries just around our corner:

**Galleri Andersson/Sandström**, Hudiksvallsgatan 6.

**Cecilia Hillström Gallery**, Hälsingegatan 43.

**S.P.G.**, Gävlegatan 10.

**Galerie Nordenhake**, Hudiksvallsgatan 8.

**Galleri Fagerstedt**, Hälsingegatan 18.

## STEP 5. LOOK OUT FOR THE CRAZY BICYCLISTS

Be careful to look both ways both once and twice before crossing the street, Stockholmers on bicycles are everywhere and they are FAST.

Would you like to be a crazy bicycler? Get your bike at:

**Rent one** of our bikes at Blique by Nobis.

**Stålhästen**, Sankt Eriksgatan 106 – Beautiful Swedish bikes at good prices.



## STEP 6. GO FOR AN EARLY DINNER

Swedes eat early – so early that this is an eating habit that might confuse foreigners. Finding a restaurant with its kitchen still open after 10PM can sometimes be a challenge.

Now that you're prepared, here's some restaurants we'd suggest you visit before 10PM:

**Jim & Jacob**, Surbrunnsgatan 38 - Small and cosy restaurant by former food truck owners Jim & Jacob.

**Lilla Ego**, Västmannagatan 69 - Fancy food in an informal environment. Fully booked for months, arrive early and catch a seat in the bar.

**Hantverket**, Sturegatan 15a - Elegant yet unpretentious restaurant, characterized by passion and genuineness.

**Gastrologik and Speceriet**, Artillerigatan 14, Michelin awarded restaurant with Nordic kitchen. Speceriet is the more relaxed little sister of Gastrologik.

**Don't want to leave our community at Blique by Nobis?**

Visit our two in house restaurants, Arc rooftop and street food inspired Boketto. Our lounge bar Origo offers work & coffee daytime, and drinks and music nighttime.

## STEP 7. LAST BUT NOT LEAST; DRESS IN BLACK

In case you haven't already noticed, Stockholmers really, really, like to dress in all black everything. For extra points, wear your black outfit in layers. Layers are great for staying warm yet looking cool.

Here's some layering accessories not to miss out on:

**Black leather jacket** over your black coat.

**Black oversized scarf**, you'll never know when it's getting cold.

**Wear your dress** over a pair of jeans.

In other words – We are very nice and welcoming people, please have a great stay in our beloved city and very welcome back again soon!

## NOBIS FAMILY

You can also visit some of our other places in Stockholm, Nobis Hospitality Group has a whole family of hotels and restaurants in this lovely city. We'd love to see you at Miss Clara by Nobis, Nobis Hotel Stockholm, Hotel Skeppsholmen, Hotel J, Stallmästaregården, Giretto and Operakällaren!





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