

# Try New Things designs Society Expo Exhibition at Skellefteå Museum

## DRAFT — REVIEW BEFORE PUBLISHING

On 27 May 2026, **Society Expo Exhibition** opens at Skellefteå Museum. The exhibition takes on the town's rapid transformation — what it does to everyday life for the people living through it, and what it takes to build a future that holds. Try New Things designed the experience.

The exhibition is officially inaugurated on 28 May by Peter Skogh, Museum Director at Tekniska museet, and runs until January 2027.

## A transformation that is hard to grasp

Skellefteå is changing faster than most Swedish towns. It is a story that is easy to describe in numbers and hard to feel. Try New Things' work has been to make it tangible: an immersive, technology-driven exhibition where the visitor moves through the town as it could become, rather than reading about it.

*Placeholder — replace with Linus Johansson's approved quote from the original release.*

*Linus Johansson, Creative Experience Director, Try New Things*

## About the project

- **Exhibition:** Society Expo Exhibition
- **Venue:** Skellefteå Museum, Skellefteå
- **Opens:** 27 May 2026, official inauguration 28 May 2026
- **Runs until:** January 2027
- **Experience design:** Try New Things
- **In collaboration with:** Society Expo 2026 and Skellefteå Museum

## About Try New Things

Try New Things is a studio for new ideas. We work with image, storytelling and technology to turn vague ideas into meaningful experiences — in museums, exhibitions and public spaces.

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