

## Celebrate Linnaeus in Second Life

In his three-hundredth anniversary year, Carl Linnaeus is branching out — into a virtual world.

**On Friday, November 2, at 4-5pm Stockholm time** (8am Second Life time), the Swedish Institute is inaugurating a **new permanent exhibit** about the famed Swedish scientist at the Second House of Sweden, Sweden's virtual embassy in Second Life. To kick off the exhibit in style, we're planning a range of activities.

### About the exhibit:

The exhibit consists of the Linnaeus Room inside the Second House of Sweden, and the Linnaeus Garden, on the archipelago. You can teleport between them.

- In the room, watch **Herbarium Amoris**, a photographic tribute to Linnaeus by Swedish photographer Edvard Koinberg. ([www.herbariumamoris.se](http://www.herbariumamoris.se))
- Pick up a free **PDF book about Linnaeus**, available in nine languages (a L\$2600 value, USD\$10)
- Discuss the **scientific question of the week** posed on the Linnaeus300.com website.
- In the garden, enjoy the typical **Swedish flowers**, each one hyperlinked to more information.

### There are special events planned on November 2, 2007:

- **Inauguration - Linnaeus garden, 4pm:** Director of the Swedish Institute Olle Wästberg opens the exhibit. Anders Backlund of the Biomedical Centre at Uppsala University — Linnaeus's alma mater — discusses the relevance of Linnaeus today.
- **Costume contest 4-5pm:** Come dressed in your finest 18th-century costumes to be eligible for prizes. Best costume wins \$L20,000, second and third prizes are \$L15,000 and \$L10,000, respectively. Winners will be announced at 5pm in the Linnaeus Room.
- **Film documentary - all weekend:** In the auditorium, watch "Expedition Linnaeus", a full-length documentary on Linnaeus by the noted Swedish photographer Mattias Klum. The movie will be looped continuously for the duration of the weekend, so you can discuss it with others as you watch it. Film viewings are courtesy of Sandrew Metronome. (Swedish with English subtitles.)
- **The Linnaeus plant-building competition, 2-9 November:** If you're a Second Life builder, submit your plant to the garden - the best plants win prizes: First prize L\$50,000, second and third prizes L\$30,000 and \$L20,000. (Full contest rules available at the garden.) Winners announced after the contest ends on November 9.

See you there!

**How to visit the Second House of Sweden:**

First-time users of Second Life: Get a free account at

<http://www.Sweden.se/secondlife>. Download and install the viewer (Windows, Mac or Linux), log on and you will be instantly transported to the Swedish Institute sim. There, a short orientation course teaches you the basics of navigating Second Life. After about 15 minutes, you'll be ready to join the activities at the Second House of Sweden.

Seasoned users of Second Life: Using maps, search for "Swedish Institute" and teleport there. You can also use this SLurl:

[http://slurl.com/secondlife/swedish institute/70/212/30](http://slurl.com/secondlife/swedish%20institute/70/212/30)

**Contact info:**

International media:

Susanna Wallgren, [susanna.wallgren@si.se](mailto:susanna.wallgren@si.se), +46 8 453 79 65

Swedish media:

Jenny Hagblom: [jenny.hagblom@si.se](mailto:jenny.hagblom@si.se), +46 8 453 79 22

**About the Swedish Institute:**

The Swedish Institute (SI) is a public agency that promotes interest in Sweden abroad. SI seeks to establish cooperation and lasting relations with other countries through active communication and cultural, educational and scientific exchanges.