

LOST iN

Stockholm



STOCKHOLM

Canon and LOST iN create the Hidden Spots Travel Guide

This Scandinavian city is known by locals as 'beauty on water'. Famous for its laidback attitude and Scandi-cool style, LOST iN and Canon have curated a smorgasbord of cultural delights to discover with the PowerShot ZOOM, from foodie destinations to stunning historical sites.



Explore Stockholm like never before with the **Canon PowerShot ZOOM** - a 12 megapixel camera with image stabilisation and an easy-to-use 3-step zoom. A pocket-sized camera capable of Full HD video and super-zoom, the PowerShot ZOOM is the perfect travel companion to take with you this summer. With 100mm, 400mm and a digitally extended 800mm zoom, this compact camera lets you beat the crowds and discover Europe's hidden spots from new perspectives.

SKINNARVIKSPARKEN

Outdoors



See the beauty of inner-city Stockholm from the heart of Skinnarviksparken

Nestled in the centre of Stockholm, Skinnarviksparken is one of the city's finest parks, offering city dwellers a space to escape from the hustle and bustle. Built in the 1930's, the park takes its name from its original owner Jöran Marckusson Skinnare – a farmer that cornered the land in 1658. Set atop the hill south of Söder Mälärstrand, the park offers exceptional views of Riddarfjärden – a bay off Lake Mälaren. This tranquil spot provides visitors with a fantastic vantage point to use Canon's PowerShot ZOOM – a compact camera, capable of stills and moving video. Through the monocular design, you can get even closer to the action in this lively part of the city.

The park aims to preserve the natural habitat of the area, making it a fantastic place for nature enthusiasts to get up close to wildlife, thanks to the PowerShot ZOOM, capable of 100mm, 400mm and a digitally extended 800mm focal length.



It's not just nature lovers who will be spoilt for choice in Skinnarviksparken, art lovers are also in for a treat. Hidden in the lower part of the park is a sculpture by Swedish artist Arne Jones, titled 'Progression', an upward pointing arc made of flat metal rods cut at different lengths. See if you can find the stainless-steel sculpture with the help of Canon's pocket-sized super zoom camera. A closer view of the statue sits in front of the backdrop of Norr Mälärstrand – a boulevard featuring functionalist residential buildings on the other side of the bay.

Head to the top of the hill south of Söder Mälärstrand and set your lens to the buildings on the opposite side of the bay.

Canon

LADAN

Architecture

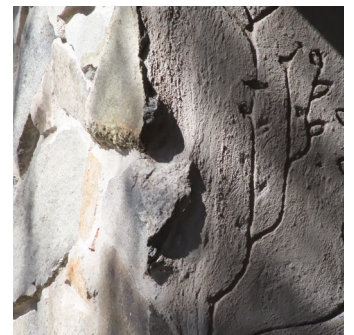


Find the remote cabin that put Scandi design on the map

For lovers of minimalist architecture, a trip to the Box (Lådan) is a trip to the home of Scandi aesthetic. Built and designed in 1942 by one of the founding fathers of Swedish design, Ralph Erskine, the Box has become representative of the iconic interior and architectural style that Sweden is renowned for.

Built on Lovön island, the compact cabin is set in the heart of the forest, for a truly picture-perfect location. Visitors to the island can put their PowerShot ZOOM to work to find this hidden cabin that measures at just 22 square meters.

Thanks to the compact and portable design of the camera, nature-lovers can easily spend the day hiking around the island, visiting the nature reserve, many public gardens and even Drottningholm Palace.



Walk downhill from this iconic piece of Swedish design and see if you can see the floral engraving on the inner concrete wall with the PowerShot ZOOM.

Canon

STORTORGET SQUARE

Historical



Take a trip through history at Stockholm's oldest square

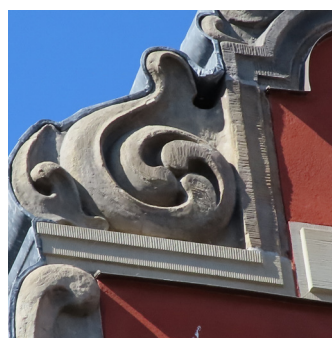
Zoom into the past with a trip to Stortorget – a public square found in Stockholm's old town. The historical centre of the city, it sprang to life in the medieval era, bringing together people from all walks of life. Turn your lens to one of the many brightly coloured facades or see if you can spot one of the original structures that have graced the square since its conception. You'll need to get close to the details with Canon's 3-step zoom camera to be able to identify them, as they appear much newer than they really are.

With a long and rich history, there are many historical buildings for history lovers to see, with the help of the powerful, yet portable PowerShot ZOOM. These include the new Stock Exchange Building (Börshuset), which was inaugurated in 1776, and whose upper floor houses the Swedish Academy and, most notably, the Nobel Prize Museum.

Alongside the impressive heritage of the square, hungry, travel-weary tourists will also find this spot a gastronomic destination with delicious eateries to choose from. For anyone wanting a true taste of Stockholm, head to the south-east end of the square, which is home to a popular café and patisserie run by the Stockholm City Mission.



For the best view of the colourful facades, stand on the opposite side of the square from the red building and zoom in on its unique roof and décor.



Canon