

COVENT GARDEN PRESENTS 'PASSPORT TO NORWAY' – A FOUR-DAY FESTIVAL OF NORDIC FOOD, CULTURE AND LIVE PERFORMANCE CELEBRATING SYTTENDE MAI



29th May 2026

- Covent Garden brings the spirit of Norway to the West End with **'Passport to Norway'**, a four-day celebration of Nordic culture, food and live performance across the iconic Piazza from 14th - 17th May
- A vibrant programme of live music will take over the East Piazza, with performances from Norwegian neo-soul and jazz artist **Sletta**, indie-pop artist **Sigrid Zeiner**, Norwegian Grammy award winning folk singer **Robert Post**, alternative-pop duo **amilost** and **The London Nordic Choir**
- A curated line-up of food and drink pop-ups will bring Nordic flavours to Covent Garden, with highlights including Norwegian founded **Stockfleths Coffee** in collaboration with **ScandiKitchen** and a selection of street food trucks serving hot dogs, strawberries, ice cream and waffles
- The Piazza will be transformed into a lively, **open-air festival**, creating a welcoming environment for visitors to gather, dine and enjoy live entertainment
- Discover **Norwegian brands**, including **Pastael**, which will be bringing its viral packing cubes to a vacation-inspired Piazza pop-up
- Explore **the best of Covent Garden** alongside the activation, with **over 200 retailers, 200 world-class dining spots** and **an unrivalled collection of cultural experiences** just moments from the Piazza, making it the perfect destination for a day-to-night discovery in the West End

Covent Garden will transport visitors to the scenic heart of Scandinavia this May, as **'Passport to Norway'** arrives on the iconic Piazza with a vibrant programme of music, food and cultural moments inspired by Norway's Constitution Day celebrations.

Running from 14th - 17th May, the free-to-attend festival will bring together a curated line-up of Norwegian performers, Nordic-inspired food pop-ups and immersive experiences. The event honours **Syttende Mai** (17th May), Norway's Constitution Day, a national celebration of independence, community and heritage, traditionally marked by parades, performance and festive food. Taking over the East Piazza, the event will capture the spirit of this iconic Norwegian celebration to transport visitors to Norway while in the heart of London's West End.

An immersive Piazza experience

Throughout the four days, the iconic Piazza will be transformed into an atmospheric outdoor celebration, bringing together live performance and Nordic drinks & dishes in the heart of Covent Garden.

Inspired by traditional Norwegian festivals, the Piazza will host a variety of street food trucks, picnic benches, pop ups and a dedicated performance space for live music and gathering. Designed to reflect the family-friendly spirit of Norway's national day, Covent Garden invites visitors of all ages to discover, celebrate and experience a taste of Norway, no passport required, without leaving the heart of London.

Live Norwegian music and cultural performance

At the centre of 'Passport to Norway' is a dynamic programme of live performance, showcasing the breadth of Norway's music scene while spotlighting London-based Nordic talent.

Opening the programme on Thursday 14th May, **Norwegian neo-soul singer** and **jazz artist Sletta** will bring atmospheric live sets to the Piazza, setting the tone with contemporary jazz. Also performing on Thursday is **Sigrid Zeiner**, a Norwegian-born, London-based singer, songwriter and producer known for her work across indie-pop and electronic music, offering a modern take on Scandinavian sound.

Award winning Norwegian acoustic folk singer **Robert Post** will delight visitors with intimate vocal and guitar performances on Friday and Saturday, drawing on traditional storytelling and stripped-back musicality.

The London Nordic Choir will deliver standout performances on Friday and Sunday, bringing together voices from across the Nordic community in London. Select choir members will perform in Norwegian traditional folk costume, a bunad, offering a visual nod to heritage and craftsmanship, while the wider choir will be dressed in an ode to the colours of the Norwegian flag.

On Saturday, alternative-pop act **amilost**, comprised of Oslo-born and Glasgow-based duo Sigrid & Ross, will perform a genre-blending set, combining electronic production with live instrumentation and emotive vocals.

Together, the programme brings a mix of musical talent and performance to the Piazza, celebrating both the diversity and creativity of Norway's cultural offering.

A taste of Norway

Complementing the cultural programme, a curated line-up of pop-ups across the Piazza will showcase Nordic flavours, travel-inspired retail and immersive experiences.

Visitors can discover **Pastael**, the Norwegian-founded travel accessories brand created by Norwegian-born, London-based digital content creator and entrepreneur **Maddie Borge**, bringing its stylish packing cubes and new travel cases to Covent Garden for the first time. Designed as a bright, beach-inspired summer escape, the pop-up blends playful "Dolce Vita" aesthetics with practical design, helping visitors get holiday-ready in style.

Stockfleths Coffee, in collaboration with **ScandiKitchen**, will showcase over a century of Norwegian coffee heritage on the Piazza. Inspired by Astri Stockfleth's original Oslo coffeehouse, the pop-up will serve specialty coffee, Norwegian waffles and Scandinavian treats, alongside family-friendly games and storytelling moments that celebrate Norway's National Day and traditions.

A selection of street food traders will serve a mix of sweet and savoury Norwegian favourites throughout the weekend. Highlights include **The Sausage**, known for its gourmet hot dogs with pork, beef and veggie options, alongside **Cappadocia Moments**, a coffee and dessert bar serving handcrafted sweet treats. Visitors can also enjoy **Waffle Wands**, offering fully customisable waffles on a stick, topped with everything from Belgian chocolate and Biscoff to fresh fruit and sprinkles, including special Norway-inspired creations such as the 'Nordic Strawberry' and the 'Scandi Stack'.

Drinks will be led by **Thirsty Farrier**, serving Norwegian craft beers alongside cocktails made with **Aquavit**, Norway's signature spirit. Visitors can expect serves including the 'Oslo Spritz', 'Nordic Negroni', 'Scandi Daiquiri' and 'Fjelbekk', offering a contemporary take on Nordic drinking culture.

Discover more in Covent Garden

Alongside 'Passport to Norway', visitors can explore everything Covent Garden has to offer, from world-class shopping and dining to cultural and entertainment experiences.

Home to over 200 global brands and independent boutiques, the Covent Garden neighbourhood offers a diverse retail mix set alongside 200 restaurants, cafés and bars, offering everything from quick bites to destination dining, providing something for every occasion. Whether visiting for the day or making an evening of it, Covent Garden offers a complete West End experience.

A global celebration in the heart of London

'Passport to Norway' invites visitors to step into a celebration of Nordic culture, blending live music, food and community moments in one of the city's most iconic locations.

Combining heritage with creativity, the celebration brings the spirit of Norway's national festivities to life in the heart of the Covent Garden Piazza. Discover the full festival programme [here](#).

For more information on offers in Covent Garden, visit the official Covent Garden website or email

coventgarden@thebeaconuk.com

-Ends-

@CoventGardenLDN

#CoventGarden

Coventgarden.london

Notes to Editors

About Shaftesbury Capital

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.4 billion, extends to 2.8 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

In April 2025, Shaftesbury Capital and Norges Bank Investment Management ("NBIM") formed a long-term partnership, in respect of the Covent Garden estate. Shaftesbury Capital retains 75 per cent ownership and

management control over the estate. The partnership brings together two long-term investors with a shared confidence in and ambitions for the growth prospects of the Covent Garden estate and the West End.

Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

About Covent Garden

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as 200 restaurants, bars and cafes.

www.coventgarden.london [@coventgardenldn](https://twitter.com/coventgardenldn)