

## 2015 Swede in the World

*The annual award by the Swedish organization SVIV was recently awarded to music hitmaker Max Martin.*

The Swede of the Year award 2015 has been awarded to the music producer and songwriter Max Martin. The prize was awarded at a ceremony at the Grand Hôtel in Stockholm on August 19 by Swedes Worldwide, SVIV. SVIV annually celebrates a Swedish person who's made outstanding international contributions to promote Sweden in culture, business, science, sports and humanitarian spheres. SVIV said, "Max Martin was awarded the annual Swede in the World award 2015 for his successful work as an international music creator."

Max Martin, whose real name is Martin Sandberg, has for more than 20 years created music that has topped world charts. This year marks his 21st first-place hit on the U.S. Billboard charts, a feat only surpassed by John Lennon and Paul McCartney. He has received one Grammy, and for eight years in a row he's been named Songwriter of the Year by the American music organization ASCAP, American Society of Composers. Martin has so far had no less than 58 songs on the Billboard list Top 10 and was also awarded a Swedish Grammy. Earlier this year he received the Swedish government's Music Export Award.

### ADVERTISEMENT

Max Martin has contributed to the musical successes of artists such as Taylor Swift, Ace of Base, Britney Spears, Celine Dion, Bon Jovi, The Backstreet Boys, Justin Bieber and Robyn.

For more info on Swedes Worldwide, see [www.sv.iv.se](http://www.sv.iv.se)

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**Kimberly Bjorklund** — awesome, as I love cheese too. Now I know why. Thanks!

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Karin Ehnbohm Palmquist, Max Martin, Peter Wallenberg and Michael Treschkov  
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Swedes Worldwide also celebrated the phenomenon of Pippi Longstocking, who this year turned 70. Here, Swede of the year Max Martin is surrounded by the Pippi-styled Margetelund School's girl's choir.  
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Max Martin, top, with Olle Wästberg, Former Consul General in NYC; below, with Helena Stålnert, journalist, communicator and independent PR consultant.  
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