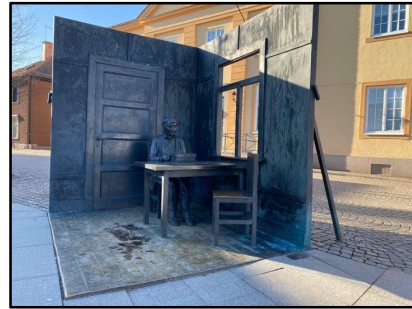


## **Vimmerby-Children's town**

Research shows that the town of Vimmerby was founded in the 1300s, and it is a city filled with cultural historical buildings. More recently, Vimmerby was given the name "City of Children" thanks to the city's world-renowned author Astrid Lindgren and her encouragement for children to be treated with as much respect as adults.



Vimmerby's history goes back a long time. Archaeological findings indicate that the area around Vimmerby has been populated as early as the Stone Age as well as the Bronze Age. Even though Vimmerby's year of birth is unknown, historical records show that Vimmerby is one of Sweden's oldest cities.

In 1192, the Danes burned down Vimmerby for the third time. During the Middle Ages, Vimmerby was a thriving city, but then the accidents started. For the next three hundred years, the Danes came again and again, plundering, burning and terrifying the Vimmerby villagers. The peoples that lived in Vimmerby had to pay much for the fact that their town happened to be on the very gravel road in Poling Creek Valley (Stångådal), where some of the most important roads in Sweden met. At the crossroads, there was an inn just south of Vimmerby, where everything from kings, warlords, priests and monks traveled and rested.



Vimmerby had two big things that were important to both the city's economy and what made the city famous. The two factors were the city's major markets and its ox trade.

Over time, Vimmerby's most important industry over the past hundred years has been agriculture, which has often been combined with a trade or craft profession. During the 20th century as the industries grew more and more, the city's population began to work more in the industrial branch. Some examples of such industries were breweries, various types of timber production and foundries.

In an interview with a current resident of Vimmerby, Karin Vincelette, who is originally from Stockholm, she pointed out that Vimmerby continues to be a market-based community with many shops for the neighboring smaller communities. The area still has large brewery, sawmills and foundries as well as an agricultural sector. The largest change in modern times to Vimmerby is the large amount of tourism due to Astrid Lindgren.

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