Genealogy is an individual practice associated with a search for identity and belonging, connected to strong emotions and memories. But genealogy is also an academic inquiry, a commercial market, a political tool, a technological practice, and a religious mandate. It is the hands-on research, where people pour over old documents at archives or online databases, and it is the companies and institutions that produce and own those archives and databases. It is family reunions, but also the tourism industry that make those reunions possible. Neither the individual dimensions of genealogy, nor the memories produced through it, could survive without these cultural and infrastructural aspects. In his talk, Dr. Hjorthén investigates the multiple uses of ancestry in transatlantic settings. Looking specifically at the case of Swedish-American genealogy, he explores how the 20th-century search for ancestry has developed through different, but surprisingly compatible, interests of Mormonism, tourism, local politics, and academic research.