



Kungsgatan Stockholm

THE LOCATION

In the middle of Kungsgatan, one of Stockholms most iconic shopping streets, you will find this mural.

Kungsgatan connects the city centre with Stureplan – Stockholms epicenter for night life, exclusive restaurants and luxury brands.

This street is always full of life, making it an ideal location for your brand to reach your audience at all times of the day.

FORMAT

Size:	100 m ²
Height:	11,8 m
Width:	8,48 m
Reach:	338 000/week
SoMe reach:	360 000/week

Important info - The process

1. Artwork is produced together with the artist. The artwork needs to be finalized **3** weeks prior to start of campaign.
2. Final artwork is delivered to: **labs@oceanoutdoor.se**
If you want, Ocean will gladly assist with inspiration and design ideas for your artwork.
3. Possible ad-ons:
Projection, Projection mapping, sound, lights and Special build (options vary depending on location).
4. The paint job starts on the first day of the campaign and the wall is restored the day after the campaign ends.
The timeframe for the paint job is depending on the complexity of the artwork, the more details the longer the time it takes. A rather simple artwork takes about **3-4** days, whereas a more complex one can take up to **7-10** days. Ocean are more than happy to assist in clarifying what is considered complex or not, so that you have a good understanding of the time for the paint job, in good time before the campaign starts.
5. The artwork is painted. In bad weather conditions, such as snow or rain, the paint job is paused, meaning it will take longer time to complete. Paint cannot simply dry in these conditions.
6. The Mural is complete & documentation is booked (video and still image)
7. The wall is restored after the last day of the campaign
8. Cancellation time: **10** weeks