

# Nybrogatan Stockholm

## THE LOCATION

Nybrogatan is a well known street at the heart of Östermalm, close to Östermalmstorg and the iconic Östermalms Saluhall.

Even though Nybrogatan mainly consists of residential buildings, it is also the home to some of the best offices, shops, restaurants and cafe's.

During the last few years, this street have had a great increase in commercial business and with its location, close to Stureplan and its car free season (May to September), Nybrogatan has truly become an attractive and destination full of life.

## FORMAT

|             |                    |
|-------------|--------------------|
| Size:       | 160 m <sup>2</sup> |
| Height:     | 19,26 m            |
| Width:      | 8,31 m             |
| Reach:      | 323 000/week       |
| SoMe reach: | 380 000/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