

2022

# SAFARI



The Art of Outdoor®



# URBAN ART

The human need to leave a mark has always been strong. Ever since our ancestors first placed their stories on the cave wall, there's been a need for us to integrate ourselves with the surroundings we live in. Today, represented through the movement of street art.

We exist together with the city, and the city lives through us. Urban art expressions are part of this marriage of concrete and flesh.



# HORNSTULL

240 M<sup>2</sup>

## SITE DESCRIPTION

A vibrant area in what is known as Stockholm's version of Brooklyn. Famous for its Sunday market filled with vintage goods and food trucks. Home to one of the world's best bars and more than a few great restaurants and nightclubs. The mural rises tall above Hornshuset and the square, making sure no one will miss it. Besides all the people regularly moving in the area there is a lot of traffic passing by the site. Hornstull is where all southwest traffic passes to enter the city.

## GOOD TO KNOW

Size: = 240 m<sup>2</sup>  
 Height: 21 m (all the way to the top).  
 Width: 14 m  
 Reach: 364 000 people /week.

Based on original blueprints. Discrepancies may occur.





# KUNGSGATAN

82 M<sup>2</sup>

## SITE DESCRIPTION

Site in the middle of famous commercial street Kungsgatan. Kungsgatan connects downtown Stockholm to the area called Stureplan. Stureplan is the home of a majority of the nightclubs and restaurants in Stockholm. It is also where all the luxury brands and their boutiques are located. Kungsgatan is always busy and the perfect site if you want to make an impact.

## GOOD TO KNOW

Size: ≈ 82 m<sup>2</sup>  
 Height: 11,8 m  
 Width: 6,92 m  
 Reach:

Based on original blueprints. Discrepancies may occur.





# HÖTORGET

70 M<sup>2</sup>

## SITE DESCRIPTION

Located right in the city centre, on the main street of Kungsgatan. Overlooking the large square and market that is famous Hötorget. Right by a big movie theater, concert hall, Haymarket by Scandic, food court Kungshallarna, bus and subway station – this place is crowded from dusk until dawn.

## GOOD TO KNOW

Size: 70 m<sup>2</sup>  
 Height: 15 m  
 Width: 4.67 m  
 Reach: 370 000 people /week.

Based on original blueprints. Discrepancies may occur.





# GÖTGATAN

134 M<sup>2</sup>

## SITE DESCRIPTION

Götgatsbacken is always crowded with pedestrians and cyclists navigating trendy boutiques, restaurants and espresso bars. Götgatsbacken is the link between Slussen, Medborgarplatsen, Mosebacke and Mariatorget.

The galleria Bruno, where our mural is located, is a marketplace for both established as innovative fashion. Scandinavian fashion is mixed with international brands, a café/raw food bar, an Asian restaurant and of course a super cozy summer terrace and bar.

## GOOD TO KNOW

Size:	≈ 134 m <sup>2</sup>
Height:	12,5 m
Width:	10,7 m
Reach:	370 000 people /week.

Based on original blueprints. Discrepancies may occur.





# NYBROGATAN

84 M<sup>2</sup>

## SITE DESCRIPTION

Nybrogatan is a well known street in the heart of Östermalm, near Östermalmstorg and Östermalms Saluhall. While Nybrogatan remains a mostly residential street, this part hosts some of the best offices, stores, cafés and restaurants and has in recent years seen an increase in the number of commercial establishments.

This street lies in close proximity to the famous Stureplan and is closed for car traffic from May – September. The Mural is located on the famous Mornington Hotel.

## FORMAT

Size:	≈ 120m <sup>2</sup>
Height:	12m
Width:	7 m
Reach:	316 675 people / week

Based on original blueprints. Discrepancies may occur.





# SÖDERMANNAG.

120 M<sup>2</sup>

### SITE DESCRIPTION

Vogue magazine ranked Södermalm as the coolest neighborhood in Europe a few years back. The center for artistic and creative people to live work and play make this vibrant part of Stockholm buzz 24/7.

### GOOD TO KNOW

- Size: = 120m<sup>2</sup>
- Artwork area (Below windows):
- Height: 10,6 m
- Width: 6,5 m
- Reach: 200.000 / 2 Weeks.
- Social Media impressions: 540 000 / 2 Weeks (excluding sponsored content)

Based on original blueprints. Discrepancies may occur.







# DALAGATAN

50 M<sup>2</sup>

## SITE DESCRIPTION

Boasting one of the most popular parks in down town Stockholm, Vasastan is the go to residential as well as leisure area for affluent urbanists. The area around Dalagatan is a knot for commuters and locals alike. Close proximity to a number of bars, restaurants and grocery stores, this is a truly unique location.

## FORMAT

Size: = 50m<sup>2</sup>  
 Height left: 16,5 m  
 Height right: 14,1 m  
 Width: 2,77 m  
 Reach: 700.000 / 2 Weeks.  
 Social Media impressions: 500 000 / 2 Weeks  
 (excluding sponsored content)

Based on original blueprints. Discrepancies may occur.



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 DALAGATAN 27



# TORSGATAN

120 M<sup>2</sup>

## SITE DESCRIPTION

The "new" Stockholm, as the border of the city center keeps expanding, this "gate to the city" where brand new award winning architecture for residential as well as commercial real estate has created a melting pot of ideas, people and businesses.

## FORMAT

Size:	≈ 120m <sup>2</sup>
Height:	9,55 m
Width:	11,3 m
Roof ridge:	14,2 m
Reach:	600.000 / 2 Weeks.
Social Media impressions:	400 000 / 2 Weeks (excluding sponsored content)

Based on original blueprints. Discrepancies may occur.





# SVARTENSG.

71 M<sup>2</sup>

### SITE DESCRIPTION

Vogue magazine ranked S dermalm as the coolest neighborhood in Europe a few years back. The center for artistic and creative people to live work and play make this vibrant part of Stockholm buzz 24/7.

### FORMAT

Size:	≈ 71m <sup>2</sup>
Height:	11,5 m
Width:	6,2 m
Reach:	900.000 / 2 Weeks.
Social Media impressions:	800 000 / 2 Weeks (excluding sponsored content)

Based on original blueprints. Discrepancies may occur.





# GREV TUREG.

55 M<sup>2</sup>

## SITE DESCRIPTION

The most affluent area of Sweden where old and new money meet. The epicenter of both business and nightlife, Östermalm is the place to be. Convenience Stores, Restaurants and Bars line the streets and in the stories above, private equity firms, asset managers and banks compete with unicorn startups for prime office locations.

## FORMAT

Size: ≈ 55m<sup>2</sup>  
 Height left: 13,7 m  
 Height right: 9,67 m  
 Width: 4,68 m  
 Reach: 300.000 / 2 Weeks.  
 Social Media impressions: 600 000 / 2 Weeks  
 (excluding sponsored content)

Based on original blueprints. Discrepancies may occur.





# WATERFRONT

91 M<sup>2</sup>

## SITE DESCRIPTION

The commuter hub of Sweden. The Stockholm Central station services all local, regional, national as well as international rail and bus travels and is the most frequently used route to get to Arlanda International Airport. The most visited building in Sweden year after year. With a high density of convenience stores servicing any and all travelers this hot spot is sure to give your brand an extremely wide attention.

## FORMAT

Size: = 91m<sup>2</sup>  
 Height: 4,23 m  
 Width: 21,5 m

Based on original blueprints. Discrepancies may occur.

# HAND MADE MEDIA

Five colorful years since inception, HandMadeMedia has really made a huge impact in Stockholm which has led to multiple global digital waves. Armed with brushes and environmentally friendly paints some of the world's most exclusive brands has made HandMadeMedia their go to partner for outdoor advertising in Scandinavia.

Lennart Claesson, CD at DDB and Gustav Wallin, who never sat foot in the advertising world decided it was time to make the long lost art of mural painting an integral part of their hometown and therefore partnered up to form HandMadeMedia. Perfection delivered to you, one brushstroke at a time.

Wall

Price for 2 weeks\*

<b>HORNSTULL</b>	550.000 SEK**
<b>KUNGSGATAN</b>	550.000 SEK**
<b>HÖTORGET</b>	650.000 SEK**
<b>GÖTGATAN</b>	600.000 SEK**
<b>NYBROGATAN</b>	650.000 SEK**
<b>SÖDERMANNAGATAN</b>	650.000 SEK**
<b>DALAGATAN</b>	400.000 SEK**
<b>TORSGATAN</b>	700.000 SEK**
<b>SVARTENSGATAN</b>	600.000 SEK**
<b>GREV TUREGATAN</b>	550.000 SEK**
<b>WATERFRONT</b>	600.000 SEK**

\*Includes everything

\*\*Price for standard artwork

## STANDARD ARTWORK\*



In our standard setup, one detailed object as well as simpler text and background is included.

## ADVANCED ARTWORK\*



In our more advanced setup, two or more detailed objects are included as well as text and background.

\*Each paintwork is unique and as part of our process, we include a consultation. This in order to ensure that the design will fulfill your wishes as well as being both feasible and on budget.