

## LOCATION

# SVEAVÄGEN STOCKHOLM

Sveavägen is a major street in Stockholm, Sweden. The street starts at Sergels torg in the city center and goes north out of the city towards the Haga Park. It is often referred to as the busiest road in Sweden.

The placement is in the busy corner of Sveavägen/Tegnérgatan. Next to it is the Cinema Grand and famous Jureskogs burgers. This is a major crossing for all car traffic between Vasastan to Östermalm and all car traffic in to the city center.

## GOOD TO KNOW

The placement of the mural is located around 3,5m above street level and put logos on the middle or upper right side of the façade for good visibility.

In order to paint a mural on this site a special permit is required. Therefore we need to plan each campaign a couple of weeks in advance.

