

## BASEL, BANKVEREIN / FREIE STRASSE 90



### FACTS AND FIGURES

Dimensions	ca. W 12.40 m x H 12.90 m
Total size	ca. 159.96 m <sup>2</sup>
Availability	ca. 13/08/2018 till 04/11/2018
Illumination	yes, street lighting
Frequency per month	ca. 900'000
Visibility	Front, sideways/oblique

### LOCATION | DESCRIPTION

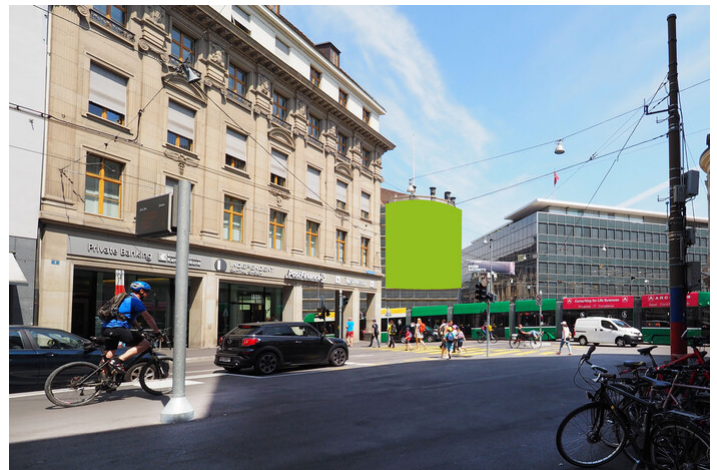
- Famous location in the city centre, directly at Bankverein
- Opposite tramstation "Bankverein" with tramlines 1, 2, 3, 6, 8, 10, 11, 14, 15, 16, E11 and N11
- Surrounded by lots of shops, restaurants, bars, museums, etc.
- Famous strolling and shopping promenade
- Visible from different perspectives
- Extended viewing times through queues for traffic lights
- Shops like Louis Vuitton, Michael Kors, Beldona, Apple, Swatch, Fossil, Max Mara, H&M, etc.
- Highly frequented area by pedestrians, cars and public transport
- In the banc and insurance district, opposite UBS AG and Credit Suisse head quarter, Nespresso shop, etc.
- The megaposter will be mounting on a rounding

### PERMISSION

- Outline approval existing, individual artwork requires authorization

### RESTRICTIONS

- No restrictions concerning the number of words
- No alcohol, tobacco, sex, political, real estate or bank advertisement



### SITUATION PLAN

Freie Strasse 90