



Avenue signs

Unexpected advertising signs

These 16 meter tall ad signs are situated by the E4 highway in Stora Väsby and Infra City north of Stockholm, Sweden. The purpose is to retrieve the 400 years old linden avenue leading to Väsby Castle. During the 60's the avenue was split in half by the new E4 highway. The signs create an articulate visual connection between the avenue's east and west sides. Two of the metal trees have digital LED-signs mounted on them.

The unique artistic shape and placement of the trees has made a new landmark and a new northern gate to Upplands Väsby. The construction is built in cor-ten steel and will get a deep rusty-red colour through the first years.

Architect:
pS Arkitektur

Responsible architect:
Peter Sahlin

Project architect:
Erika Janunger

