



URBAN VISION

BUILDING COMMUNICATION

**THE MOST PRESTIGIOUS SPONSORED RESTORATIONS**

# 10 years of collaborative work to restore buildings of immeasurable historic value

Urban Vision has collaborated with a number of Europe's leading public institutions, including the Vatican and secured permission to sponsor renovation projects with some of Europe's most important local authorities:



We have contributed to restoring monuments and buildings of inestimable artistic value, actively working on major public and private building renovation projects.

We have actively taken part in numerous urban regeneration initiatives involving some of the most significant institutions committed to protecting national cultural heritage.

230

Architectural restoration and  
urban regeneration projects

112

MILLION OF EUROS

*Private funds channelled into  
restoration projects*



## Urban Vision in Europe

Over 10 years experience in raising commercial funds to support restoration works and urban development projects. We are a leading international company specialising in restoration projects at both public and private buildings, financed through earmarked funds obtained through out of home advertising.

UV HEADQUARTERS ▲  
DEVELOPED PROJECTS ●

# Social Responsibility

Since the beginning, Urban Vision's commitment to corporate Social Responsibility has been unwavering.

One of the most recent notable initiatives is the donation of exhibition space to the Italian **Red Cross's** recruitment campaign.

2016 saw continued participation in social awareness campaigns with initiatives addressing the issue of bullying. **#OFF4ADay** in cooperation with Samsung and Ferma il bullismo [Stop bullying] in support of Telefono Azzurro [Italian child helpline].

For the 2016 edition of Earth Day, Urban Vision organised **"The Earth, a treasure we must protect"** photo contest with the participation of over eight hundred photographs from all over Italy. The finalists were judged by a board of experts chaired by the worldwided famous Oliviero Toscani.

The winner was awarded by the actress and director Valeria Golino at the MAXXI Museum in Rome.



# The first green outdoor Media Company in Europe

Urban Vision has always been sensitive to environmental issues. In 2017 we secured an exclusive partnership with Anemotech for the distribution and installation of The Breath®, a ground-breaking material that has won several prestigious awards and has been praised by leading European oncologists for its ability to purify air.

The Breath® uses a series of nano-molecules and the local atmosphere's natural air flow to remove harmful pollutants such as nitrous oxides, sulphur oxides and particulates.

Urban Vision is the only green Media Company in Europe, to deliver sites equipped with this special technology, bringing a tangible contribution to improve air quality in our cities and to defend people's health from the harmful effects of air pollution, especially in conjunction with construction sites.



The Maxi Billboard that purifies air

# Press review

**EveningStandard.**

News • London

## 'Ground-breaking' building material that 'reverses impact of pollution' launched in London

ENOW EXPLAIN | Saturday 4 March 2017 04:29 GMT | 233 shares

[f](#) [t](#) [e](#) [233](#)



The Breath: The material has been used to make advertising billboards in London

**A building material that claims it can reverse the effects of air pollution has been launched in London.**

LondonNewsOnline

HOME SOUTH LONDON PRESS MERCURY LONDON WEEKLY NEWS SPORT WHAT'S ON ADVERTISE

Home > Westminster > Knightbridge > Clean air 'breath' sheets to tackle London's pollution crisis

Westminster Knightbridge Piccadilly Victoria

## Clean air 'breath' sheets to tackle London's pollution crisis

By Jack Dixon - February 28, 2017

[f](#) [t](#) [e](#)



*'The Breath' will be launched in Leicester Square later today.*

A ground-breaking material hailed by medical experts for its ability to absorb harmful airborne molecules and disperse cleaner air will be launched today in Leicester Square.

WORLD HIGHWAYS 25 YEARS OF IMPROVED AUTHORITY 1992-2016

Home News Products Features Event News Diary Register About Us Sponsors

06 March 2017

[in](#) [t](#) [f](#) [g+](#) [e](#) [RSS](#)

## Clean air solution to cut pollution

First published on www.WorldHighways.com

**ZOOM**



Using the material alongside roads can help tackle exhaust pollution

An innovative material is now available that could help absorb harmful airborne molecules and disperse cleaner air. The material has been developed by a team of leading Italian researchers and is being rolled-out across several European cities, including Rome and Milan. The material will be used on outdoor advertising sites in London and Italy.

The launch of this material comes following a series of alarming studies warning about the dangers posed by air pollution to Londoners.

Last week, a new study commissioned by Sadiq Khan, the Mayor of London, found that tens of thousands of children in 802 of London's schools are exposed to illegal levels of air pollution that can damage their health permanently. Similarly, a leading study conducted by Kings College London for **Transport for London** and the Greater London Authority, found that in 2010 dirty air contributed towards up to 9,500 deaths in London. The same study estimated the annual economic cost of these health impacts was equivalent to £3.7 billion.

TimeOut LONDON

TICKETS OFFERS THINGS TO DO RESTAURANTS BARS & PUBS FILM THEATRE ART MUSIC

## A billboard in Leicester Square is helping to purify London's air



It doesn't bring us great joy sharing news of London's worrying pollution levels and the city's ability to breach pollution limits within five days of entering 2017, but luckily there are a number of initiatives working hard to clean up the city's air. Scientists are building drones to help monitor levels, and Sadiq Khan recently announced that two new electric-only bus routes will be introduced next spring and a 'Toxicity charge' will soon be applied to London's dirtiest vehicles.

And if that doesn't help you breathe easy, this might: a billboard erected in Leicester Square is expected to reverse emissions of over 13,000 cars. Designed by Italian inventors Anemotech, it's made from a fabric called the 'The Breath' and is billed as a simple material that adsorbs and disaggregates polluting molecules.

The mesh fabric traps pollutants, allowing cleaner, more breathable air to continue circulating and can be used both indoors and outdoors. Offices, schools and homes can have it installed

T4MAG.COM Technology Magazine

Breaking Technology News & Headlines

HOME BUSINESS EDUCATION ENTERTAINMENT HEALTH LIFE STYLE POLITICS SCIENCE

London Becomes First City In The World To Use Groundbreaking Material That Reverses Pollution's Impact

By Claire Bradbury - March 6, 2017



London has seen the launch of a building material that claims it can reverse the effects of air pollution. The material, called "The Breath", is an award winning material, it can be used indoors and outdoors, and it works by absorbing harmful airborne molecules and dispersing "cleaner air".



GIANLUCA DE MARCHI  
Urban Vision Chairman  
Interviewed by SkyTG 24

ALLARME SMOG ARRIVA LA PUBBLICITÀ CHE PURIFICA L'ARIA

11:49 VA DELL'ASSASSINO | LAVORO, ISTAT: DISOCCUPAZIONE STABILE ALL'11,9%, QUELLI

06:49 09:23

# Urban Vision Selected Case Studies

## VICTORY HOUSE

### 14 LEICESTER SQUARE, LONDON

Victory House, situated at the heart of a lively commercial and entertaining Soho and part of Leicester Square conservation area, is a characteristic Victorian 8-storey building in a prominent location just on the corner of Leicester Square.

The building features a buff and cream coloured façade with many architectural features and forms an established historical part along the edge of Leicester Square.

For this project, Urban Vision wrapped the building with a 1:1 replica facade while works were carried out to the facade of the building. This replica facade helped preserve the aesthetics of the area, allowing the building to blend into the environment. Along with the replica facade, Urban Vision dedicated a small amount to high end commercial advertising which aided the funding of refurbishment works.



Victory House

Sponsored Restoration 2016

## 1-4 LEICESTER SQUARE, LONDON

1-4 Leicester Square is a building located in the Leicester Square Conservation Area, at the corner of Leicester Street.

It is a large 1930s building located on the north side of Leicester Square.

The building comprises of basement, ground and eight upper floors with an additional recessed plant storey at roof level.

It stands on the corner of Leicester Square and has a plain curved banded façade.

For this project, Urban Vision wrapped the building with a 1:1 replica facade while works were carried out to the facade of the building. This replica facade helped preserve the aesthetics of the area, allowing the building to blend into the environment.

Along with the replica facade, Urban Vision dedicated a small amount to high end commercial advertising which aided the funding of refurbishment works.



Leicester Square

Sponsored Restoration 2016/2017

## 54 UXBRIDGE ROAD, LONDON

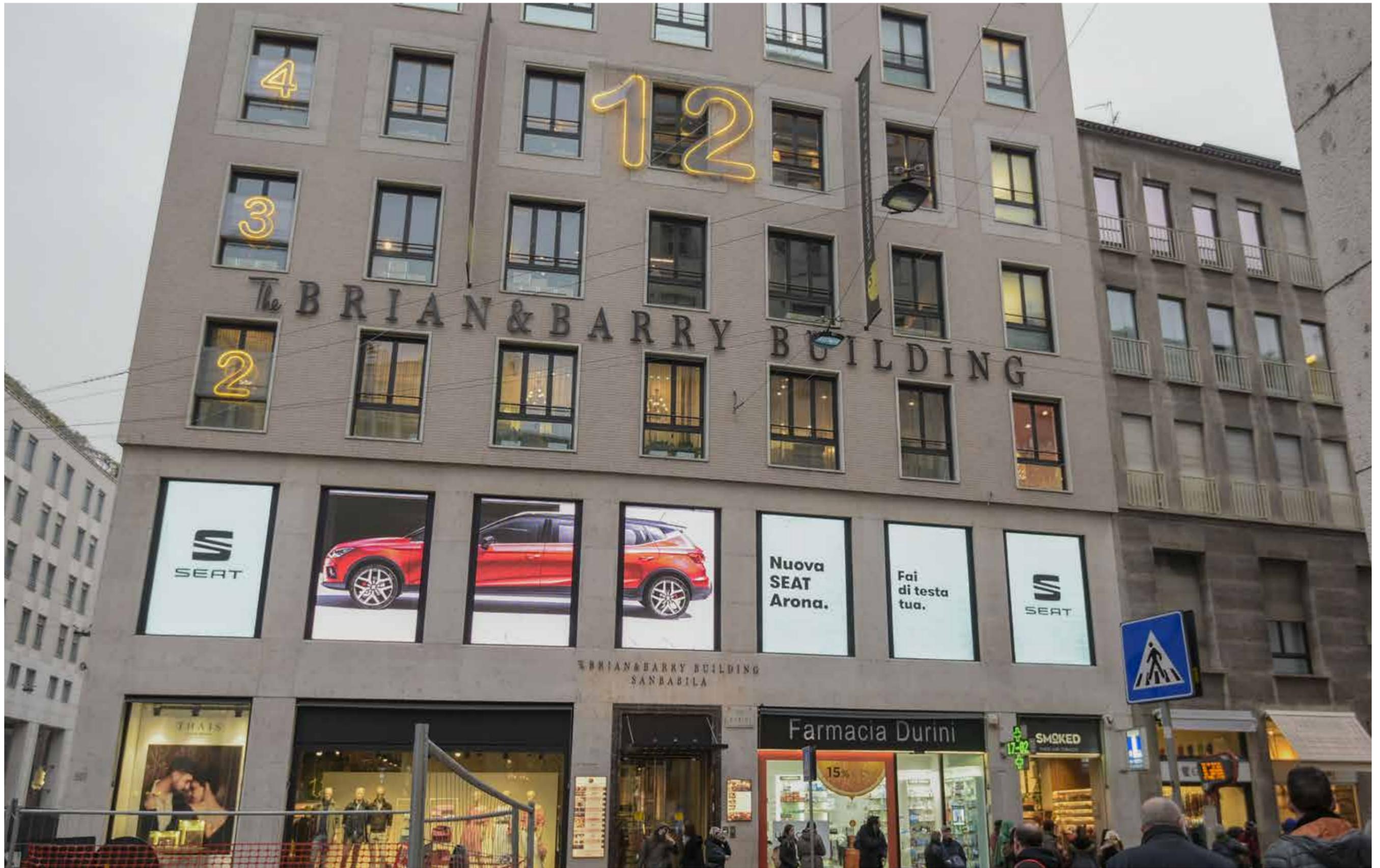
54 Uxbridge Road is located within the Shepherd's Bush Green Ward of the London Borough of Hammersmith & Fulham. The property is an end of terrace four storey building in mixed use, with two commercial units at ground floor and residential above. The site, constructed from red brick, faces the A4020 Uxbridge Road and directly adjacent Shepherd's Bush Underground Station. The site is located within the Shepherd's Bush Conservation Area and is identified as being a building of merit within the Council's Conservation Area Appraisal.

In this project, Urban Vision wrapped the building with a 1:1 replica facade while works were carried out to the facade of the building. This replica facade helped preserve the aesthetics of the area, allowing the building to blend into the environment. Urban Vision in this instance carried out refurbishment works of the façade.

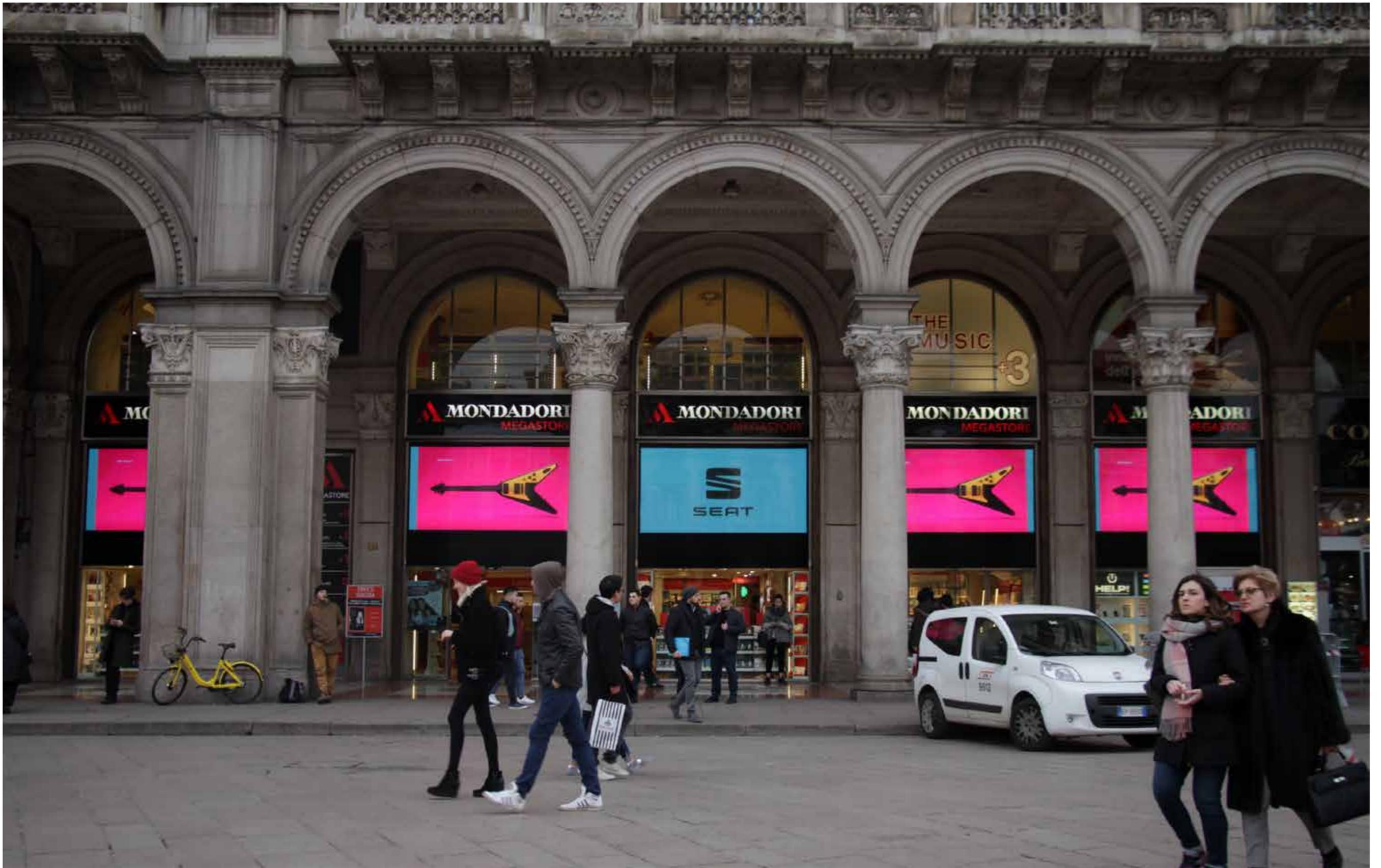


54 Uxbridge Road

Sponsored Restoration 2016/2017



Piazza San Babila, Milan  
DIGITAL WALL - OUTDOOR



Piazza Duomo, Milan  
DIGITAL WALL - OUTDOOR



Milan Cathedral, Piazza Duomo, Milan  
Sponsored Restoration 2015/2018



Palazzo Teorema, Via Larga, Milan  
DIGITAL WALL - OUTDOOR



Piazza San Babila, Milan  
DIGITAL WALL - OUTDOOR



Piazza San Babila, Milan  
DIGITAL WALL - OUTDOOR



Airbnb, Colonne di San Lorenzo, Milan  
TEMPORARY INSTALLATION



Barcaccia Fountain, Piazza di Spagna, Rome  
Sponsored Restoration 2014



Piazza Navona, Rome  
Sponsored Restoration 2015



**Bernini Twin Fountains, Piazza San Pietro, Vatican City**  
**Sponsored Restoration 2014**