

## Urban Vision's out of home lands in Westfield

Urban Vision consolidates its presence in UK with a new maxi billboard just a few steps away from the country's most famous shopping mall.

Rome, January 4, 2017

A few months after the activation of its giant LEDs at Leicester Square and Piccadilly Circus, Urban Vision keeps on expanding in the English OOH market, inaugurating a new site at Shepherd's Bush, an elegant neighborhood in western London.

Westfield, one of the largest and most important shopping centers in the UK, is the stage of Urban Vision's new billboard.

Opened in 2008, the mall is within walking distance from Holland Park's, prestigious residential area, and hosts more than 250 boutiques, 16 movie theaters and 80 restaurants, attended by over 27 million people a year.

"Our third London OOH site allowed us to significantly extend our presence in the UK market," said Gianluca De Marchi, Chairman of Urban Vision. "This new and prestigious maxi banner is an important part of our consolidation strategy. Our goal is to meet the specific needs of the English market by exporting a product capable of highlighting our Italian know-how".

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Urban Vision is a leading international company with over 10 years experience in raising commercial funds to support restoration work and urban development projects. Publisher and dealer of out-of-home advertising space in Italy and Europe.