

URBAN VISION

UNDER STRICT EMBARGO UNTIL 00:01 ON 28TH FEBRUARY 2017

Ground-breaking material that purifies air is unveiled in London

A ground-breaking material that has been hailed by top medical experts for its ability to absorb harmful airborne molecules and disperse cleaner air is launched today (28th February 2017) in Leicester Square, London.

The material is called “The Breath” and was created by a team of leading Italian researchers. It was first developed in 2014 and over the last three years has been rolled-out across several European cities, including Rome and Milan. In 2017, it was announced that The Breath would work in an exclusive partnership with Urban Vision, a leading media company that specialises in the sponsored restoration of historical monuments and buildings throughout Europe. The material will be used on all of Urban Vision’s future outdoor advertising sites in London and Italy.

The launch of The Breath 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.

Gianluca de Marchi, Global President at Urban Vision, said: “More needs to be done to tackle the scourge of air pollution. I believe the use of innovative technologies such as The Breath will help to contribute towards improving the health of Londoners. Urban Vision has a strong reputation for looking after cultural and historical beauty in some of the world’s most important cities. But today we can say that our work also contributes to improving the environment and protecting people’s health from the harmful effects of air pollution.”

According to Anemotech, The Breath’s inventors, the material 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. The material can be used for both indoor and outdoor purposes, including for office workstations, classrooms and public advertising spaces.

The Breath’s Italian inventors claim that once the material is installed it can absorb high concentrations of air pollution within a 25-meter area. By installing 250sqm of the material over a one year period, The Breath’s inventors claim its impact on the environment is the equivalent of removing pollution from over 750,000 unleaded vehicles and 300,000 diesel cars.

The Breath, which has won a series of technological and innovation awards in Italy, was hailed last year by Professor Umberto Veronesi – the former Scientific Director at the European Institute for Oncology. In March 2016, he said The Breath was a good example of the benefits from the alliance between technology and science, which he said was important in helping to “win the fight in the treatment and prevention of cancer.”

Initial tests from 1-4 Leicester Square carried out by Universita’ Politecnica delle Marche in Italy last autumn have proved to be positive. Using these initial results, researchers at The Breath estimate that just two 10M² sheets of The Breath correctly positioned in the square over a one year period could cancel-out nitrogen oxide emissions from 5,475 diesel vehicles and Volatile Organic Compounds emitted from 13,650 unleaded cars.

ENDS

Notes to the editor:

1) Press office

For further information – including further information on the study by the Università Politecnica delle Marche and the projections by Anemotech - or to arrange an interview with senior members Urban Vision please contact Maurice Cousins, Senior Account Director at Westbourne Communications:-

E: maurice.cousins@westbournecoms.com

M: 07788907360

T: 02033 970 100

2) Links

King's College London, 2015:

https://www.london.gov.uk/sites/default/files/hiainlondon_kingsreport_14072015_final.pdf

Professor Umberto Veronesi endorsement, 2016:

<http://www.genitronsviluppo.com/2016/05/04/anemotech-the-breath%C2%AE/>

3) About Urban Vision

Urban Vision is a leading Italian outdoor advertising company that specialises in channelling private sector finance towards the funding of heritage restoration costs. The company was founded in 2004 by Gianluca De Marchi, Fabio Mazzoni and Daniela Valenza in Rome. Today, we have offices in Rome, Milan and London.

Urban Vision's unique funding model helps to underwrite restoration costs by partnering leading global brands with the world's most iconic architectural and artistic heritage sites in some of Europe's most culturally significant cities. Since 2004, Urban Vision's work has: -

- Saved over 200 buildings - including churches, monuments and historic sites
- Raised over £42 million to pay for their restoration costs.

As Corporate Golden Donors to *Fondo Ambiente Italiano* (FAI), the leading Italian conservation charity specialising in the preservation of monuments and historic buildings, Urban Vision's team of specialists can be counted on by all stakeholders to ensure that our innovative outdoor communication solutions respect the local cultural, architectural and historical context.

<http://www.urbanvision.com>