

Urban Vision and Addendo together to turn Nastro Azzurro's billboard in sustainable silent disco on the occasion of Marco Rissa (Thegiornalisti)'s performance.

Milan, 10 July 2017

Thanks to Addendo – creative company of Urban Vision group focused on cross media projects– the Navigli area in Milan became for one-night the stage of an open-air silent discotech promoted by Nastro Azzurro.

On the 29th of June, the renown Italian beer brand set up a 3.0 DJ set. Stage of the event was Urban Vision maxi billboard in Ripa di Porta Ticinese. The banner has been equipped with a special fabric, 'the Breath', exclusively distributed by Urban Vision and capable of absorbing pollution. Marco Rissa, guitarist and keyboardist of the band TheGiornalisti, was the main guest of this unconventional evening devoted to sustainability in an unprecedented setting, along with the young and promising roman producer Swoosh.

Starting at 22.00 pm, the artists animated the night, whilst the audience enjoyed the performance thanks to special wireless headphones - provided by the brand at the cost of a beer. The event, conceived and realized by Addendo, is part of Nastro Azzurro's campaign #tiportalontano, designed by DLVBBDO agency to support Italian talent.

Credits

Client: Nastro Azzurro

Media Manager: Annalisa Scalcione

Nastro Azzurro Marketing Manager: Sabina Fontana

Nastro Azzurro Brand Manager: Dario Giulitti, Giulia Quaglia

Project & Execution: Addendo

Account Director: Claudia Lubelli

Account Manager: Anna Paterlini

Head of Production: Sofia Ludovici

Producer: Fabiola Belardinelli

Media: Urban Vision

Project and Media Manager: Roberto Manieri

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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.

Addendo is a creative company of Urban Vision group, focused on the development of cross media communication projects.

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