

The six Nations Championship in the center of Rome thanks to Urban Vision's billboards

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In three weeks Italrugby will debut in the Six nations Championship, starting on Sunday the 5th of February at Olympic stadium, against Wales.

Still, the tournament has already taken its place in the center of Rome.

The media partnership between the Federazione Italiana Rugby (Italian Rugby Federation) and Urban Vision – leading company in sponsored restorations, a benchmark in the field of protection and conservation of the artistic heritage since ten years – allowed FIR to wrap one of the most important palaces in the city center with its campaign.

A maxi billboard concerning the 2017 ticketing campaign, featuring the national team captain Sergio Parisse, will be hosted at Palazzo della Cancelleria, at the crossroad between Corso Vittorio and Campo dei Fiori, one of the most crowded spots in Rome.

An exceptional venue in the heart of the Capital, to promote the world's oldest and most prestigious rugby tournament .