

PRESS RELEASE

URBAN VISION OUT OF HOME LANDS IN PORTUGAL

Rome, January 5th 2018

After consolidating its presence on the London soil with stages such as Leicester Square, Piccadilly Circus and Shepherd Bush, **Urban Vision**, the European leading company in sponsored restorations, continues to expand in the international OOH market by inaugurating a new site in **Lisbon**, in the charming **Praça de Figueira**.

Placed on the historical building that meets Rua dos Fanqueiros, the maxi-banner dominates one of the main squares, heart of shopping and leisure of the Portuguese capital and main hub for the city's transport system.

On air since December 22, the advertising space installed on the scaffolding will host international brands, exporting in Portugal Urban Vision's Made in Italy know-how and an innovative and sustainable business model.

The Portuguese debut is, in the words of **Gianluca De Marchi, President of Urban Vision**, "an important step in the expansion strategy of the company, started in 2015 in UK. We are very proud of the achievements accomplished so far in the foreign market and this new project contributes significantly to our internationalization process".

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.

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