

URBAN VISION

News release

POLLUTION ABSORBING ADVERTISING THAT FUNDS CULTURAL RESTORATION PROJECTS UNVEILED IN KNIGHTSBRIDGE

Brompton Road in the heart of London's Luxury Quarter, Knightsbridge, is now home to the most innovative advertising space ever unveiled in the district by Urban Vision, leading European media company specialising in sponsored restoration. Revenue raised by the 226 square metre site will fund the restoration of the 1930s built Princes Court building, upon which the site is located.

Positioned opposite Harrods, the site also incorporates unique *The Breath*[®] technology, which purifies air within a 25-metre distance of the advertising screen. Consisting of specialist layers of fabric working in synergy to absorb pollutants, filter and then disperse clean air, *The Breath*[®] 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.

This socially responsible and sustainable approach to advertising has enjoyed success all over Europe during the last 14 years, supporting over 230 restoration projects and raising over £116m in funding for the likes of The Barcaccia fountain at the foot of the Spanish steps in Rome, the twin fountains in St. Peter's Square in the Vatican City and the Duomo, a historic cathedral symbol of the city of Milan. In London, other iconic projects have included buildings in Leicester Square, Piccadilly Circus, Uxbridge and the exterior of Waterloo station.

The first tenants of Brompton Road included premium jewelers, high end fashion and telecommunication brands, while the Knightsbridge area attracts around 15m tourists each year, who are lured by numerous luxury shopping outlets and a mandatory visit to Harrods. The area of SW1X is particularly popular with high net worth visitors from Asia and the Middle East, especially during the summer months and the autumn Chinese national holidays.

Gianluca De Marchi, Urban Vision Chairman says: "In the UK, this is one of our biggest projects to date, and its position opposite one of London's most famous retail institutions makes it a real high impact location. Our unique model of utilising the generous space which would have otherwise ended up as an unsightly hoarding, provides a valuable revenue stream to fund the restoration work of the beautiful thirties period style apartment block".

"The fact that our unique technology also helps the air quality on one of London's busiest roads makes it a truly unique and sustainable opportunity for brands to interact with an affluent key target audience. This site just strengthens our presence in the UK market and we are working on a number of other potential projects in the borough which could benefit from this innovative approach to restoration funding."

Consisting of three large banners measuring 18 by 4.2 metres, the Brompton Road site averages daily visitor traffic of 60,000 people per day, 1.86m people per month and is visible from up to 300 metres away with 21 high powered lights for optimum night time illumination.

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For more information or images please contact Clarion Communications:

Tel: 0208 343 3213/3140

Email: sbyas@clarioncomms.co.uk & jedwards@clarioncomms.co.uk

About Urban Vision

Urban Vision is a leading media company specialising in fund raising services aimed at restoring buildings and monuments via Out Of Home advertising campaigns. Founded in 2014, with offices in Rome, Milan, Lisbon and London, Urban Vision has raised so far **£116 million which helped** to restore over **250 buildings**, collaborating with a number of Europe's leading public institutions, including the Vatican and securing permission to sponsor renovation projects with some of Europe's most important local authorities.