



Press Note

TIM unveils Europe's biggest green billboard in Milan

The area covering over 2,500sqm in the city centre, in Via Melchiorre Gioia in the Porta Nuova district, is equipped with 'smog eating' technology for full sustainability

Spider-Man and the JSM dancer are the stars of the maxi billboard

Milan, 23 June 2017

TIM has unveiled Europe's biggest green billboard in Milan: an advertising panel measuring over 2,500sqm equipped with zero impact environmental technology has been affixed to the Torre dei Servizi Comunali (Municipality Services Tower) in Via Melchiorre Gioia.

The billboard, advertising TIM's new offer of up to 1,000 Mega in 4.5G and starring Spider-Man and the JSM dancer, was created with *The Breath*, a special multi-layer fabric which exploits the natural recycling of air without being powered by energy sources and absorbs the surrounding polluting agents.

TIM confirms its commitment to initiatives and projects with a high technological content which promote sustainability and environmental protection with this initiative, in collaboration with Urban Vision, a leading company in sponsored restorations.

The campaign was conceived by TIM's Brand Strategy & Media Department and created by Havas Milan.

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