



URBAN UMBRELLA™
The Future of Public Space

COMPANY PRESENTATION

URBAN UMBRELLA

TAKING SCAFFOLDING INTO THE 21ST CENTURY

Urban Umbrella is the designer, patent holder, and fabricator of the only alternative scaffolding bridge on the market that is approved by The New York Department of Building. The unique product is the first design substitute for traditional scaffolding in over 50 years. In an International design competition with over 260 contestants, Mayor Michael Bloomberg and The DOB's Commissioner (Robert LiMandri) proclaimed Urban Umbrella the new exemplar of scaffolding for NYC. The Urban Umbrella design was chosen to help improve quality of life, reduce construction impacts on businesses, increase pedestrian safety, and increase available space for pedestrians on sidewalks.

Made of high recycled steel and translucent plastic panels, the structure resembles a gracefully unfurling umbrella. With arching struts sweeping the structure upwards, the Urban Umbrella is modern and harmonious.

Urban Umbrella fabricates all of its products in-house, at its designated factory. The steel Urban Umbrella uses is superior to anything on the current scaffolding market. Made from both chemical and mechanical properties, the material is commonly produced to be used in the construction of storage tanks, bridges, buildings and other related structural uses.

The Urban Umbrella product has quickly become the product of choice for developers, building owners, and general contractors in NYC and Toronto. The product has recently been installed at The Plaza Hotel, Louis Vuitton, Ralph Lauren, Carnegie Hall, the Museum of Arts and Design, The GE Skyscraper, The W Hotel in Toronto, One Court Square Skyscraper, multiple hospitals, schools, churches, and new developments.

INTRODUCTION



URBAN UMBRELLA™ Sales Video

\$10M Insurance Umbrella
Five-Year 100% Safety Record
Venture Capital Backed
Free Cleaning & Maintenance
Trusted by NYC'S Best:

Gilbane

Sciame



HALSTEAD
REAL ESTATE

**New York-
Presbyterian**



**CUSHMAN &
WAKEFIELD**

ACADIA
REALTY TRUST



URBAN UMBRELLA

THE COMPARISON IS CLEAR

PREMIUM SCAFFOLDING

TRADITIONAL SCAFFOLDING



MORE FOR MORE

THE COMPARISON IS CLEAR

WHY URBAN UMBRELLA IS 4X THE PRICE OF THE COMPETITION



URBAN UMBRELLA™ CUSTOM FABRICATED & LASER CUT STEEL

\$33 AVERAGE RENTAL
PER/LF/MONTH

16' ADJUSTABLE HEIGHT
TRANSLUCENT ROOF
LED DESIGNER LIGHTING
NO CROSS-BRACING
WHITE FINISH
CUSTOM SIGNAGE OPTION
WHITE-GLOVE SERVICE

TRADITIONAL SCAFFOLDING OFF THE SHELF ALUMINIUM & WOOD

\$9 AVERAGE RENTAL
PER/LF/MONTH

ADJUSTABLE HEIGHT
TRANSLUCENT ROOF
LED DESIGNER LIGHTING
NO CROSS-BRACING
WHITE FINISH
CUSTOM SIGNAGE OPTION
WHITE-GLOVE SERVICE



URBAN UMBRELLA

STRUCTURAL BENEFITS

Urban Umbrella qualifies as a New York City Heavy Duty Shed, with a capacity to sustain a 300psf dynamic impact load. The 300psf rating is the most stringent in North America, and thus the Urban Umbrella system is able to be deployed in all cities on the continent. Urban Umbrella is capable of supporting pipe scaffolding, is suitable for demolition work, complies with New York City's Local Law 11 regulations, and is appropriate for both new development work and facade restoration/maintenance scopes.



URBAN UMBRELLA™
Production Video



Revolutionary and elegantly designed, Urban Umbrella was engineered to protect urban sidewalks from falling construction debris. Made of high recycled steel and translucent plastic panels, the structure resembles a gracefully unfurling umbrella. With arching struts sweeping the structure upwards, the Urban Umbrella is modern and harmonious.

Urban Umbrella fabricates all of its products in-house, at its designated factory. The steel Urban Umbrella uses is superior to anything on the current scaffolding market. Made from both chemical and mechanical properties, the material is commonly produced to be used in the construction of storage tanks, bridges, buildings and other related structural uses.

PRODUCT ATTRIBUTES



URBAN UMBRELLA

PATENTED STRUCTURAL ROOFING SYSTEM

Urban Umbrella's proprietary translucent structural roofing system allows natural daylight to be distributed evenly over the course of the day. Made of crisp, clear polymer resin, the patented Urban Umbrella panels allow for 90% light transmission. This means sweeping skyward views, incredible amounts of sunlight and an airy feeling for pedestrians. Designed and tested for the most extreme environments and applications, the panels exhibit the highest performance of any engineered resin. The roof is contractor friendly, slip-free and balanced for working and pipe-scaffolding support.



PRODUCT ATTRIBUTES



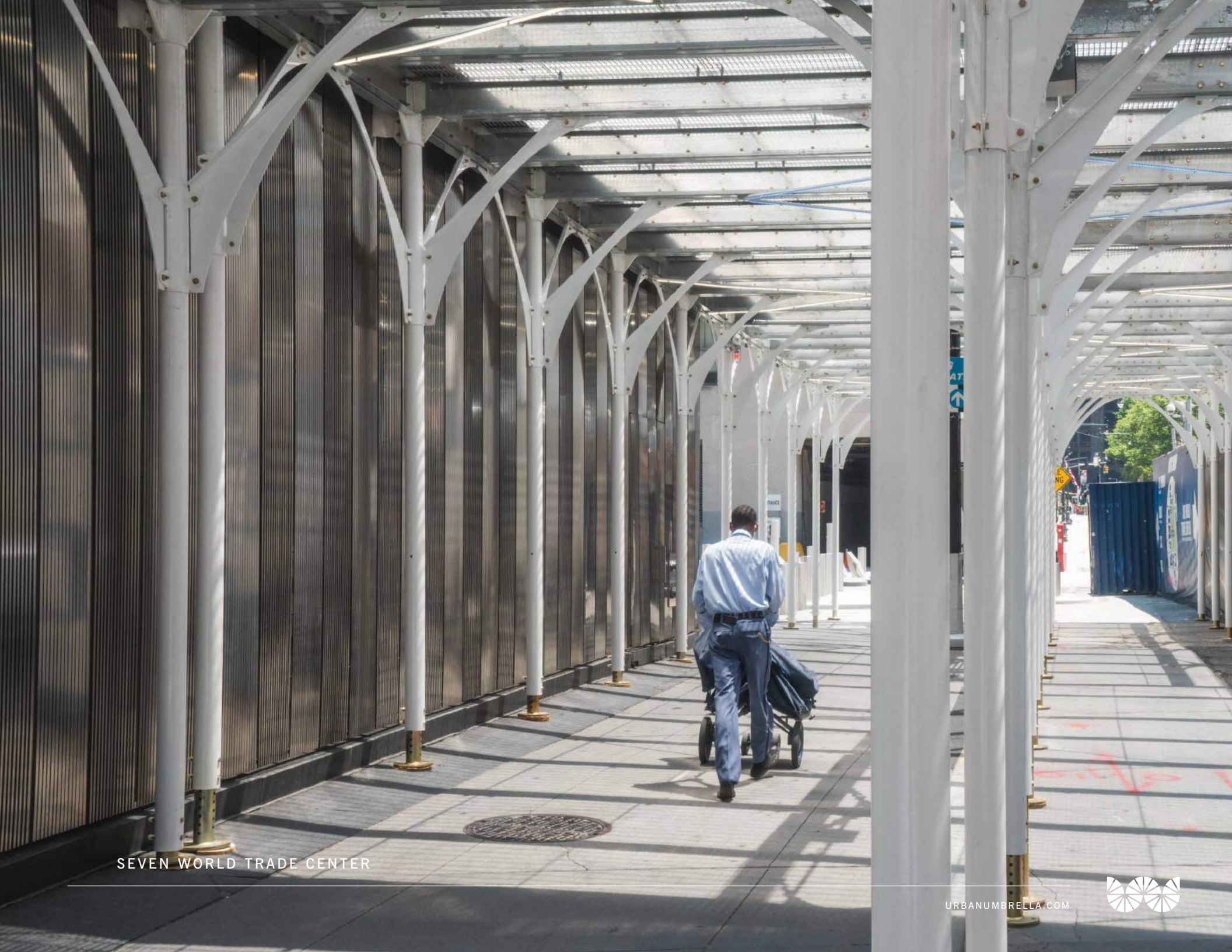


ONE COURT SQUARE

ONE COURT SQUARE, LONG ISLAND CITY

URBANUMBRELLA.COM





SEVEN WORLD TRADE CENTER



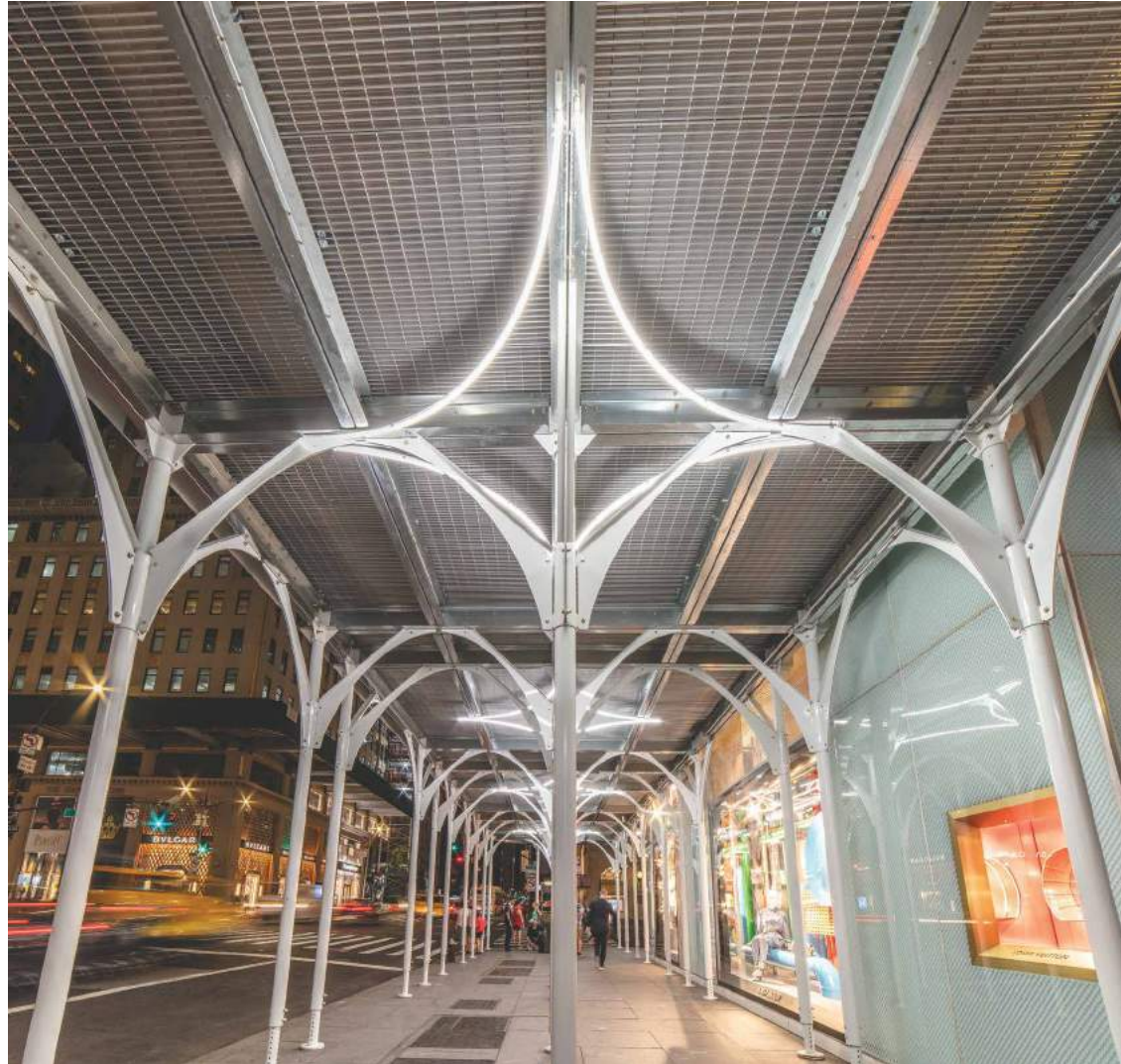
URBAN UMBRELLA

THE COMPARISON IS CLEAR



LED LIGHTING FOR ENHANCED VISIBILITY DURING CONSTRUCTION

Urban Umbrella's proprietary LED lighting system offers enhanced visibility during construction. Gleaming LED illumination gives Urban Umbrella unmistakable presence by day or night. With long life and low energy consumption, the arched lighting adds a distinctive elegant styling touch while creating a safer environment for pedestrians at night, illuminating a storefront, and deterring crime, squatting and loitering.



PRODUCT ATTRIBUTES





MILSTEIN HOSPITAL LOBBY

URBANUMBRELLA.COM





Benjamin Krall
FOUNDER / CEO



Melissa Schwartz
COO



Craig Strawbridge
CFO



Matt Grainer
DIRECTOR OF FINANCE



Ashley Feldman
DIRECTOR OF OPERATIONS
& PROJECT MANAGEMENT



Aram Muraydan, Esq
GENERAL COUNSEL



Spencer Beattie
PRODUCT & BUSINESS DEVELOPMENT



Grahm Barnard
PRODUCT & DESIGN



Stephanie Katona
CHIEF OF STAFF



Paul Defeo
ENGINEERING & PRODUCT



LUIS REYES
FIELD OPERATIONS



JASON SINGLETON
FIELD OPERATIONS



Nicole Jodoin
PROJECT MANAGER



Leanne Iverson
SENIOR PROJECT MANAGER



David Dick
HEAD OF FABRICATION



Erin Leonard
CONTROLLER



Eric Kass
FUNNEL : BESPOKE BRANDS

TEAM MEMBERS



1

● VANCOUVER

3



2

● TORONTO



71

INSTALLATIONS

WE KEEP GROWING

74 LIVE INSTALLATIONS

91 TOTAL INSTALLATIONS SINCE 2018

* September 30th Totals

GROWTH





SELECT CURRENT AND PAST CLIENTS



URBAN UMBRELLA

INSTALLATION CATEGORIES



HOTELS



SCHOOLS



CHURCHES



NEW DEVELOPMENTS



OUTDOOR RESTAURANTS



HIGH-END RETAIL



GOVERNMENT BUILDINGS



PRIVATE PATIOS



OFFICE BUILDINGS



INTERIOR LOBBYS



MUSEUMS



URBAN INFRASTRUCTURE



GROCERY STORES



PRIVATE BROWNSTONES



FITNESS



FINANCIAL INSTITUTIONS

OPPORTUNITY





UPPER EAST SIDE, NYC

URBANUMBRELLA.COM





CHRYSTIE STREET, NYC

URBANUMBRELLA.COM



URBAN UMBRELLA

BRANDS TRUST US

1-5 GROUND FLOOR RETAILERS WILL GO OUT OF BUSINESS
WHEN EXPOSED TO TRADITIONAL SCAFFOLDING

URBAN UMBRELLA GIVES GROUND-FLOOR BUSINESSES THE
BEST OPPORTUNITY TO STAY OPEN DURING CONSTRUCTION



Theory



TRADER
JOE'S



HOTEL HUGO



BankDirect



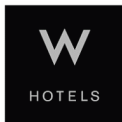
ALTRO PARADISO



J.CREW



john varvatos



RALPH LAUREN



convene

drybar



HUBLOT



ALEX MILL

NewYork-Presbyterian

Walgreens





THE SHOPS AT THE PLAZA

THE SHOPS AT THE PLAZA

THE PLAZA HOTEL

URBANUMBRELLA.COM





MANHATTAN 2 COLUMBUS CIRCLE



URBAN UMBRELLA

(212) 651-0305

www.urbanumbrella.com

89 Stuyvesant Avenue

Permit No. M0310213-11-6H

For more information visit www.nyc.gov/buildings

the store at MAD

museum of arts and design

the store at MAD

MUSEUM OF ARTS AND SCIENCE, COLUMBUS CIRCLE

URBANUMBRELLA.COM





LOUIS VUITTON



LOUIS VUITTON

LOUIS VUITTON, 5TH AVENUE

URBANUMBRELLA.COM



RALPH LAUREN

867

RALPH LAUREN, MADISON AVENUE

URBANUMBRELLA.COM



URBAN UMBRELLA

DESIGN FIRST

Urban Umbrella is the first scaffolding company to offer a full menu of Urban Design customizations. With Urban Umbrella you now are creating a marketing opportunity, not a burden. Work with our Marketing team to turn a construction project into a highly effective marketing opportunity

CLICK FOR THE
URBAN UMBRELLA
DESIGN CATALOG



PRODUCT ATTRIBUTES





972 5 AVENUE
URBAN UMBRELLA
(212) 651-0305
www.urbanumbrella.com
15 Avenue de la République
Paris 75011 France
Phone: 330 1 47 77 77 11 44

FRENCH EMBASSY, 5TH AVENUE



URBAN UMBRELLA

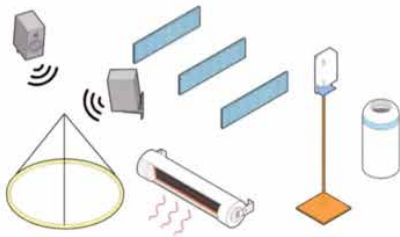
AN URBAN DESIGN COMPANY THAT ALSO OFFERS SCAFFOLDING

OFFERING CLIENTS A KIT-OF-PARTS
FOR THEIR URBAN UMBRELLA

Speakers
Wayfinders
Barricades
Heaters
Hand Sanitizer Stations
Screens & Partitions
Custom LED Lighting
Light Dimmer
Custom Roof Drop-panels



STRUCTURE
Urban Umbrella System



ATTACHMENTS
Lighting, Acoustics, Heaters,
Sanitizing Stations and Trash Cans



SCREEN & PARTITIONS
Privacy and Artwork
Opportunities; Filtered Natural
Light & Student Artwork



CUSTOM RESTAURANT DESIGN



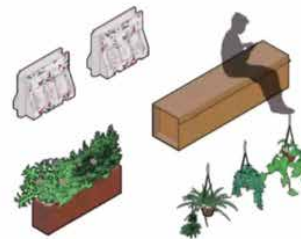
CUSTOM ROOF PANELS



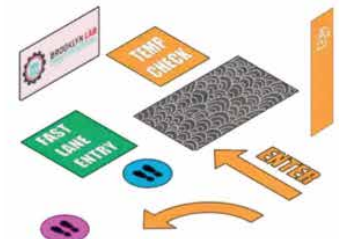
CUSTOM RETAIL COLORS



CUSTOM LEG COLORS



BARRICADES
Traffic and Pedestrian Control;
Planters, Benches, and
Jersey Barriers



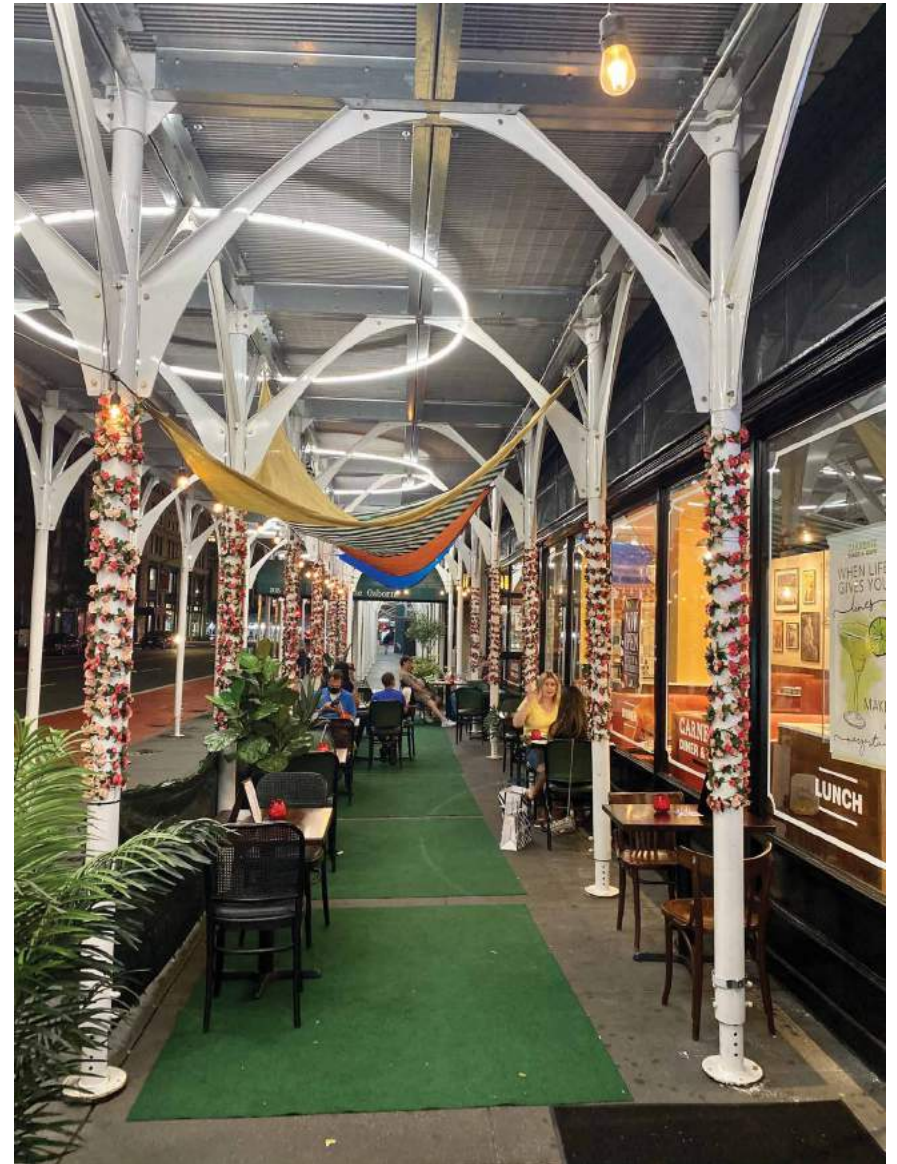
**WAYFINDING AND
DISTANCING SIGNAGE**

PRODUCT ATTRIBUTES



URBAN UMBRELLA

DESIGNED FOR OUTDOOR SEATING



PRODUCT ATTRIBUTES

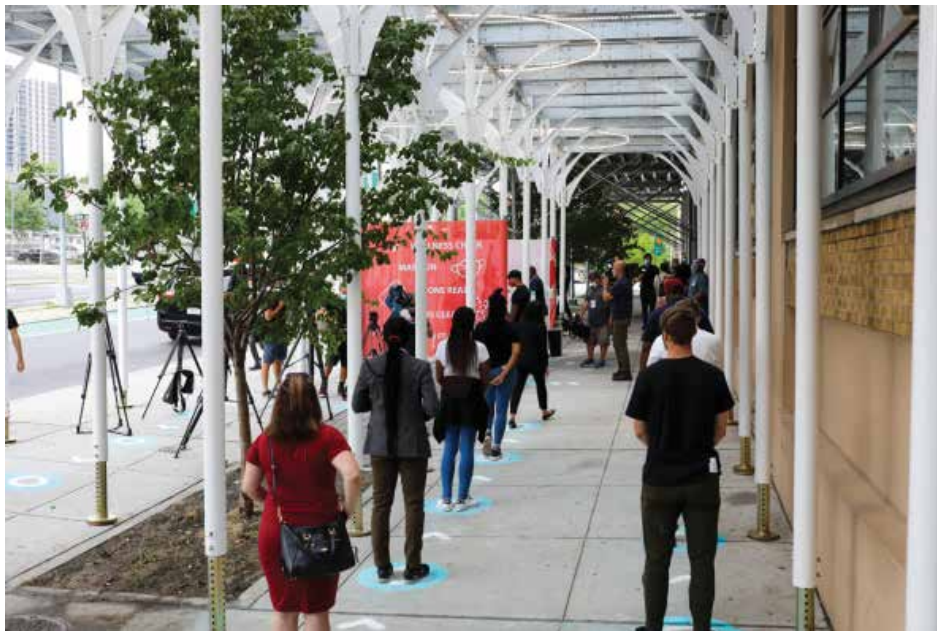


URBAN UMBRELLA

OPPORTUNITY IN CRISIS: URBAN DESIGN OFFERING

URBAN UMBRELLA'S FIRST NON-SCAFFOLDING, NON-CONSTRUCTION RELATED INSTALLATION

As part of the company's push to expand its offering as an urban design company and increase our product line, the company recently partnered with Brooklyn Lab Charter School and leading architecture firms to unveil a new "Front Porch" urban design concept. Urban Umbrella is being used to create a more orderly area for student drop-offs, temperature screenings, and controlled entry and exit from the building. With an indoor lobby too small to safely accommodate social distancing, the best option was to move outdoors under an Urban Umbrella. This installation is Urban Umbrella's first non-scaffolding, non-construction related installation.



INTRODUCTION

The New York Times

Building Public Places for a Covid World

By James S. Russell

Sept. 13, 2020 Updated 5:17 p.m. ET

In the designs that follow, architects are investigating how to reduce health threats in hospitals and allow libraries to serve their vital role. They are trying to invent new kinds of architecture that work around a broken policing and justice system. And in some of their real-world projects, they show how expansive urban parks can clear our isolation-induced mental cobwebs and renew our fractured bonds as they help us celebrate acts of cautious gathering.

NYC had set areas for groups to wait on sidewalks around the hill-top school building, designing cheerful graphic demarcations. STTU designed shelters out of a white-painted sidewalk scaffolding system called Urban Umbrella that uses free-form supports to hold up a translucent ceiling. In these provisional outdoor classrooms, staff could lead the students in activities — calligraphy, say, or Spanish drills — as they waited their turn to enter. The school has been testing the shelter and entry strategies in preparation for planned school reopenings this month. The shelter includes a partitioned area where students are screened and their temperatures taken before they enter.



A new shelter at Brooklyn Lab Charter School, a provisional outdoor classroom. Staff could lead students in activities — calligraphy, for Spanish drills — as they wait their turn to enter. 2020

FASTCOMPANY

08-07-20

These giant parasols are helping cities move indoor activities outside

The coronavirus is inspiring people to reimagine urban living. This scaffolding is no exception.





BROOKLYN LAB
CHARTER SCHOOL

BROOKLYN LAB
CHARTER SCHOOL

TRUCK
ROUTE
← LOC

SANDS ST

NO STANDING
Anytime

BROOKLYN CHARTER SCHOOL

URBANUMBRELLA.COM



WHAT OUR CLIENTS ARE SAYING

"Sidewalk sheds are a part of New York life, reflecting the face of a city that is constantly changing – yet the sheds themselves haven't evolved at all during the past four decades and it's time to bring them into the 21st century. The Urban Umbrella will complement the city's architectural beauty rather than take away from it."

_Mr. Michael Bloomberg, Former NYC Mayor

"Without the use of Urban Umbrella at my Soho ground retail space, I would not have filled the vacant tenant as quickly as I did. Urban Umbrella saved me six figures. All my tenants appreciated the exposure it gave to their brand. I would recommend the use of Urban Umbrella for any building owner in New York City."

_Global Property Holdings LLC, 237 Lafayette Street, NYC

"It wouldn't have been good for the Marriott brand or for us to open with a green plywood shed in front."

_Mr. Chris Lewis, OTO Development

"I was skeptical at first in 2018, Benjamin had to really convince me to pay the premium, my budget really didn't really allow me to spend more on scaffolding. After nine months of having an Urban Umbrella, I can honestly say it was one of the smarter decisions I have made as a building owner. I have retained all of my ground-floor tenants, I was covered by local press and praised by the local community board. I was considered a first mover in an industry that is difficult to innovate in. Benjamin and his entire team are first class, a great partner for years to come with my other buildings."

**_Building Owner,
135 West 29th Street, NYC**

"We are so pleased with the Urban Umbrella, we have received so many compliments. Professional staff and team."

_David Kuna, Property Manager, Feil Organization

"We don't have a choice but to provide our flagship tenant with the best scaffolding alternative on the market. We simply could not afford to lose the tenant or have their revenue impacted during construction."

_Ownership Group, Charles H Greenthal Management

"We needed a premium solution (450 Seaveth Avenue) for the duration of the restoration and, judging by the reaction we've received, it was well worth it."

_Kaufman Organization CEO, Steve Kaufman

"During construction, Urban Umbrella has allowed us to keep our sales floor busy and sales consistent. We sell five motorcycles a day at our flagship NYC location, this number has not dipped since Urban Umbrella was installed. I believe that if we had a traditional scaffolding that sales would have dropped."

_Management at Ducati HQ, 155 AOA, NYC

"We just removed the Urban Umbrella that was installed over the last seven months, we were delighted with the entire process. The structure enhanced the entire plaza immensely."

_Greystar Property Management

TESTIMONIALS



"The whole arrival sequence into the club (New York Yale Club) is very important, the brides for their wedding, taking grandma to her 90th birthday party. We knew it had to look good and it really does protect you from the rain which is what everyone in New York wants."

_Kevin Lichten, Architect Chair, New York Yale Club

"It looks like a work of art."

**_Mr. Robert Finkelstein,
ABS Partners Real Estate**

"Working with the Urban Umbrella US & Canadian team has been a delight, they provided us the speed and efficiency we needed to complete the project for our client (W Hotel). An Urban Umbrella project manager was always on-site to answer our questions and keep the job running smoothly. We look forward to working with Urban Umbrella again on future projects in Canada."

_Bird Construction, Toronto W Hotel installation

"Ben and the Urban team were professional, efficient and gave us the white glove service we expected. The Urban team responds to emails within 20 minutes, always puts the client first and went above and beyond to make the installation a great experience for the Board, the tenants and most importantly, the ground-floor retailers. We would not be happier with the product and will fully support the use of Urban Umbrella throughout the Soho neighborhood."

_Mr. Brian Vickers, Board Member, 92 Greene Street

"SoHo is known for its incredible cast-iron building facades The Urban Umbrella opens up the sidewalk to improve the pedestrian experience, while the new mesh netting illustrates the restored façade and is a vast improvement over conventional scaffolding nettings. We hope it becomes the industry standard."

**_Mark Dicus, Executive Director of
the SoHo Broadway Initiative**

"At KPG Funds, we put design and safety at the forefront of everything we do, so we are delighted to pilot Urban Umbrella's new product (façade netting) at L'Atelier at 446 Broadway, L'Atelier is a special building and we wanted to do something that would also look nice for the community during our construction. We are happily paying a bit more to give our neighbors a better visual experience and to push the design envelope with this stunning combination of textile craftsmanship and construction safety."

**_Greg Kraut, Co-Founder
and CEO, KGP Funds**

"Urban Umbrella allowed us to keep our outdoor restaurant seating open during construction, otherwise who is eating dinner under traditional scaffolding?"

_Mr. Ignacio Mattos, Chef and Owner of Café Altro Paradiso

"Our building has been covered in scaffolding for the past five years. The building's poor condition will require scaffolding for potentially the next five years... The solution was either move locations or install an Urban Umbrella. We decided to install an Urban Umbrella because our customers know our location and moving is expensive. We hope to use Urban Umbrella as a means to attract more customers and promote our brand."

_Management at Adorama Electronics Store, 42 West 18th Street, NYC

TESTIMONIALS



URBAN UMBRELLA BOARD MEMBERS



Jeffrey Parker

Board Chairman

Jeff has an extensive history of success as a serial entrepreneur, CEO and an active investor over the past 30 years. Jeff has been involved with dozens of investment transactions, companies he has either created or helped build with a combined value of over half a billion dollars.

In 1980, Jeff founded Technical Data Corporation, a provider of financial analytic services for the institutional investor community. In 1983, he founded First Call Corporation, which quickly became one of the financial community's leading providers of real-time broker-sourced research, earnings estimates, equity and fixed income ownership information, insider trading information and corporate news releases. In 1986, Jeff sold both these businesses to the Canadian publishing giant International Thomson, now Thomson Reuters, and became Chairman and CEO of Thomson Financial, its financial services subsidiary. In 1997, Jeff co-founded CCBN.com (Corporate Communications Broadcast Network), a leader in enabling direct communications between public companies and the investment community as well as the developer of StreetEvents, the industry leader at the time of corporate event information, which he also sold to Thomson Reuters in 2004.

Jeff is a Trustee Emeritus of Cornell University where he founded the Parker Center for Investment Research at the Johnson School. An alumnus of Cornell, he earned a Bachelor of Engineering degree in 1965, Master of Engineering degree in 1966 and an MBA degree in 1970.



John Livingston

Board Member

John is the former CEO of AECOM Capital, a subsidiary of AECOM, the parent company. While at AECOM, John was responsible for deal development and execution as well as managing the fund and optimizing investments during the construction and operational phases of each project. Previously, John had a successful tenure at Tishman Realty & Construction, including being named the president of Tishman Urban Development Corporation, and later, president of Tishman Construction Corporation. Tishman Construction merged with AECOM in 2010, and John was named chief executive of AECOM's construction services business line. John is also an adjunct professor for Columbia University's School of Business and for its master's in real estate program.



Michael Vellano

Board Member

Michael Vellano is the Chief Executive Officer and founder of Vortex Companies, a distinguished industrial infrastructure, civil infrastructure, and construction robotics company. The Vortex Companies provide a much-needed solution for the nation's crumbling underground storm drain and sewer systems utilizing its trenchless rehabilitation technologies to avoid the traditional, time-consuming and extremely cost-prohibitive approach of digging up and replacing infrastructure. As a result, this saves municipalities and corporations millions of dollars on any given project. To achieve this the Vortex Companies deliver advanced trenchless solutions and turnkey services to cost-effectively renew water, sewer and industrial infrastructure.

The Vortex Companies' portfolio includes dozens of acquired infrastructure companies and employs 400 people.

Michael has over twenty years of experience building installation teams, facilitating construction insurance policies, and growing vendor relationships.



URBAN UMBRELLA ADVISORS



Lance T. Shaner

Chairman/CEO,
Shaner Operating Corp

Lance Shaner is the Chief Executive Officer of Shaner Capital. Shaner Capital is a private equity fund founded in 2010. Lance Shaner also is the Chief Executive Officer of Shaner Hotel Group, one of the foremost owner-operator companies in the hospitality industry with more than 75 hotel properties owned and managed across the U.S., Italy, and the Bahamas. Lance's fund currently has investments in the water treatment, energy, heavy construction, hospitality, and condominium sectors.



Ed Cettina

Former Global COO,
AECOM Building Construction

Edward Cettina served as Chief Operating Officer of the Americas for AECOM's Building Construction business. He joined Tishman Construction, an AECOM Company, in 1987 and has worked in the construction industry in a variety of progressive roles for his entire professional career. In his prior role, he oversaw operations and business development across the western, central, northeastern and southeastern regions of the U.S. Mr. Cettina was a member of AECOM's executive committee, helping build significant new projects for AECOM's Building Construction business, including the new Margaritaville Hollywood Beach Resort in Florida, Greenland USA's Metropolis Project in Los Angeles, and MGM Springfield's Casino Hotel redevelopment in Massachusetts.



Christine Gachot

Principal,
Gachot Studios

Christine is a hotel development consultant and interior design veteran. She is the co-founder of New York-based interdisciplinary design firm Gachot. She started her career at Studio Sofield where she spent 10 years as a senior designer on numerous commercial and residential projects including Gucci Worldwide, the Soho Grand and Tribeca Grand hotels. Following this she was a partner and Vice President of Design Development at André Balazs Properties where she oversaw the design of iconic hotels and commercial residential projects including The Standard Highline, Hotel QT, 40 Mercer Residences, and One Kenmare Square. In addition, she oversaw each property under The Standard Hotel brand and led the development of all new acquisitions, extending the luxury hotel portfolio overseas with the Chiltern Firehouse in London. Other clients include Equinox, NoHo Hospitality, Slate Property Group, COMO Hotels, Glossier, The Montage, Brookfield Properties, Ironstate, JDS Development, Cornell Capital, and Taconic Investment Partners.



Susan Silberberg

City Planner, UrbanDesigner,
Architect

An accomplished city planner, urban designer, architect, author and former MIT Lecturer, Susan Silberberg is the Founder of CivicMoxie. CivicMoxie's collaborative team of planners and urban designers combine an innovative spirit and on-the-ground know-how to ensure plans on paper translate to a vibrant reality with positive outcomes. Susan is lead author of the MIT publication Places in the Making: How placemaking builds places and communities.



URBAN UMBRELLA

VIDEOS



URBAN UMBRELLA™
Sales Video



URBAN UMBRELLA™
Times Square Video



URBAN UMBRELLA™
101 Park



URBAN UMBRELLA™
The Plaza Hotel



URBAN UMBRELLA™
CBS Interview Video



URBAN UMBRELLA™
Louis Vuitton Video



URBAN UMBRELLA™
Ralph Lauren Video



URBAN UMBRELLA™
Drone Video



URBAN UMBRELLA™
One Court Square Video



URBAN UMBRELLA™
6th Avenue,
NYC Video



URBAN UMBRELLA™
Yale Club Video



URBAN UMBRELLA™
Museum of Arts and Science

VIDEOS





URBAN UMBRELLA™
Building Public Places
for a Covid World



URBAN UMBRELLA™
Our Lives,
Under Construction



URBAN UMBRELLA™
Who Says Building
Scaffolding Has to
Be Ugly?



URBAN UMBRELLA™
Workers Scrambling
To Put Up Scaffolding
Across NYC.



URBAN UMBRELLA™
White Scaffolding Sprouting
Up Across NYC In Attempt
To Beautify An Eyesore



URBAN UMBRELLA™
This sidewalk 'front porch'
was designed to help
students return to school
in COVID times



URBAN UMBRELLA™
L'Atelier Debuts Artistic
Safety Mesh on Building
During Renovation.



URBAN UMBRELLA™
Scaffolding Is About
To Get A Lot Less Ugly.



URBAN UMBRELLA™
There's Some Good
Looking Scaffolding
Coming To NYC. Seriously!



URBAN UMBRELLA™
Tackling The Scourge
Of Sidewalk Sheds.



URBAN UMBRELLA™
Small Business Spotlight:
Urban Umbrella Offers
A New Alternative For
Sidewalk Scaffolding.



URBAN UMBRELLA™
Co-ops and Condos
Warming Up to the
Arty Sidewalk Shed



URBAN UMBRELLA™
An Answer To Unsightly
Scaffolding Is Coming
To New York.



URBAN UMBRELLA™
NYC Scaffolding Is
Getting An Upgrade.



URBAN UMBRELLA™
The Ugly Scaffold
Industry Is About
To Be Disrupted.



URBAN UMBRELLA™
A Twist on Traditional
Scaffolding.

IN THE NEWS



PORTFOLIO



PORTFOLIO






URBAN UMBRELLA
The Future of Public Space