

THE SUNSHADE FOR OUTDOOR PUBLIC SPACE

OUR SOLUTION FOR EQUITY+SHADE AT EVERY BUS STOP IN LOS ANGELES

We embarked on an extended study observing and engaging with bus riders throughout Los Angeles. Through this initiative we discovered that bus stops without bus shelters have very little shade aside from the small amount that is derived from narrow vertical elements like street light poles. Transit riders waiting in the heat and sun need shade that is readily available, not just at noontime during the hot summer months.

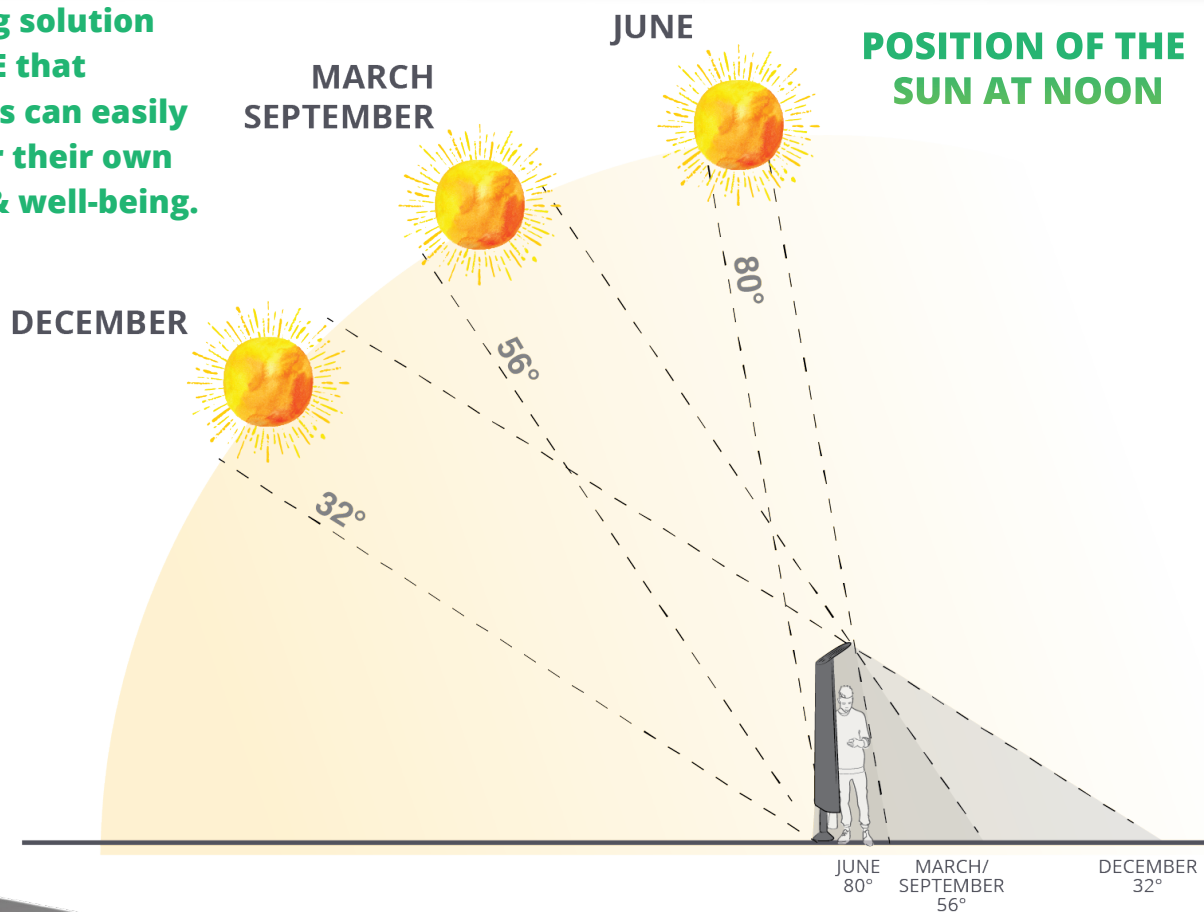
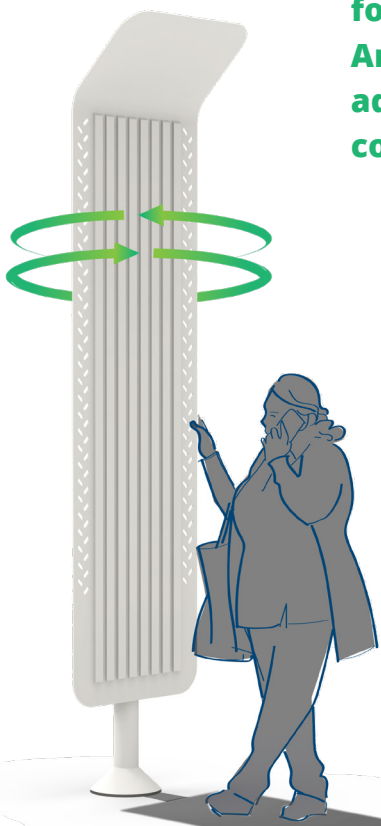
OUTFRONT/Decaux has a smart solution that is innovative, cost efficient and flexible.

Designed to protect transit riders and **provide maximum shade**, we created a vertical element that simply rotates and follows the movement of the sun providing constant shade all throughout the day. That means, accessible shade regardless of where the sun is in the sky, protecting transit riders and cooling down sidewalks.

CLASSIC MODEL

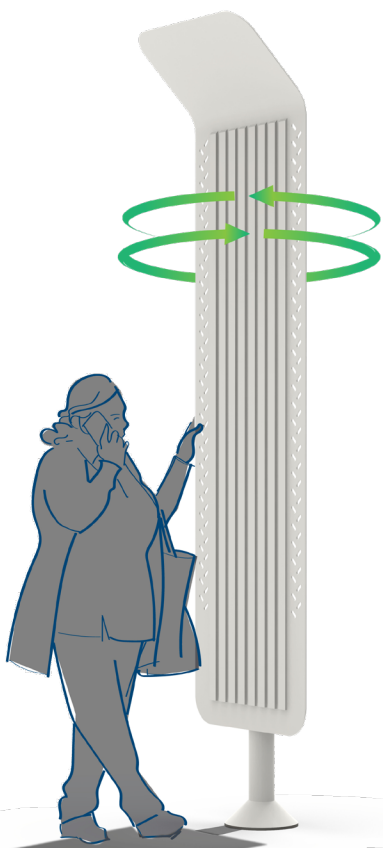
A rotating solution for SHADE that Angelenos can easily adjust for their own comfort & well-being.

POSITION OF THE SUN AT NOON

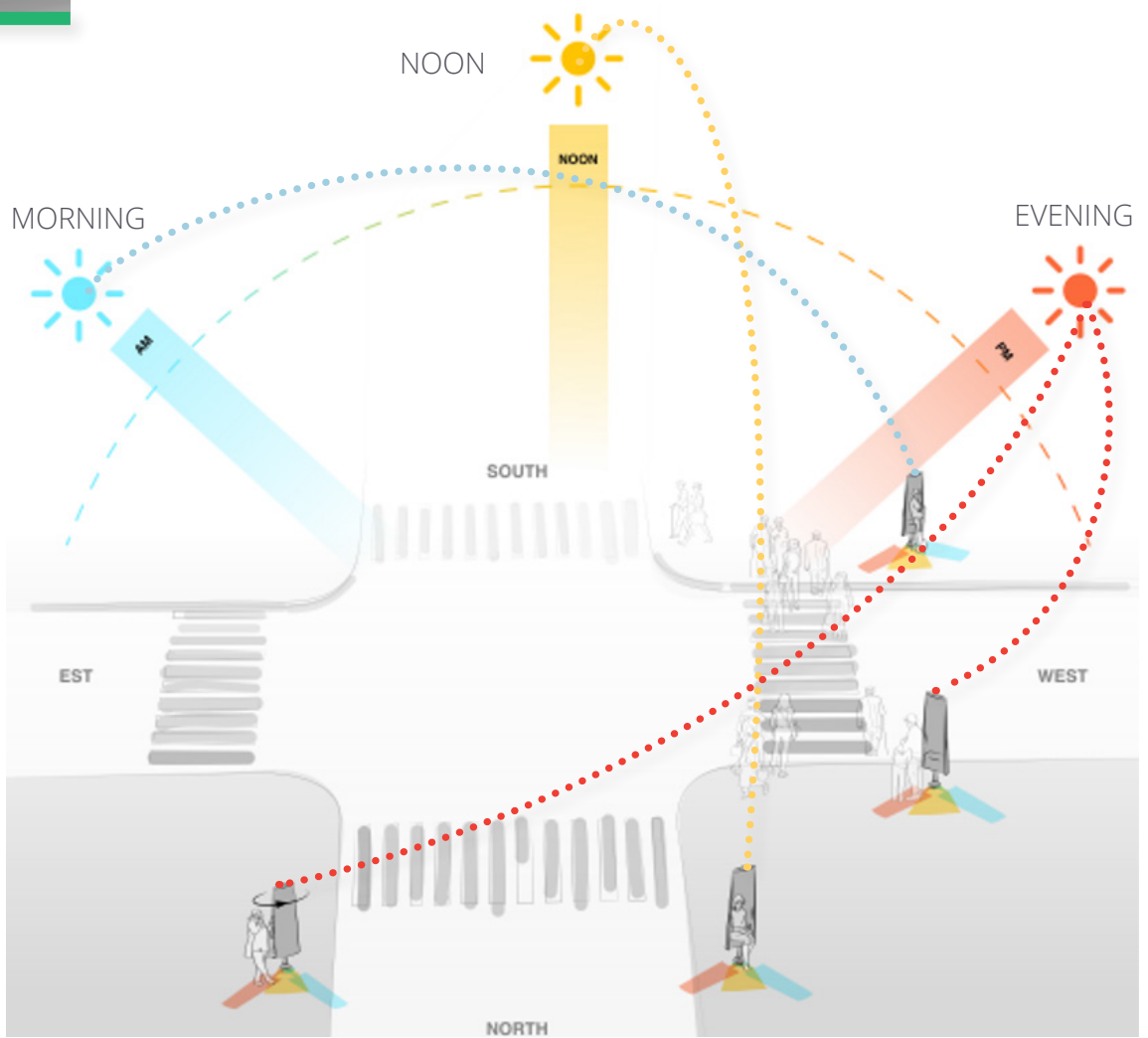


PATENT PENDING

CLASSIC MODEL



PATENT PENDING



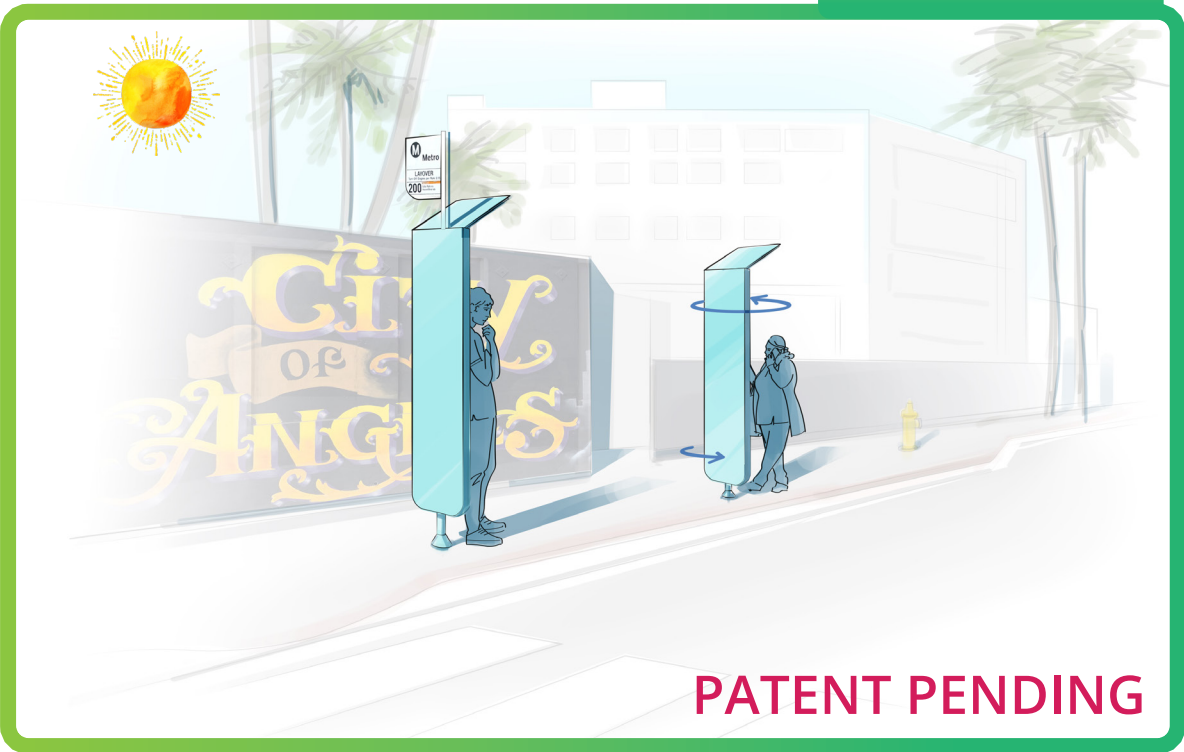
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This innovative street element can easily be installed at 4,000 locations in addition to 3,000 bus shelters and provide guaranteed shade for 100% of Angelenos, equitably.

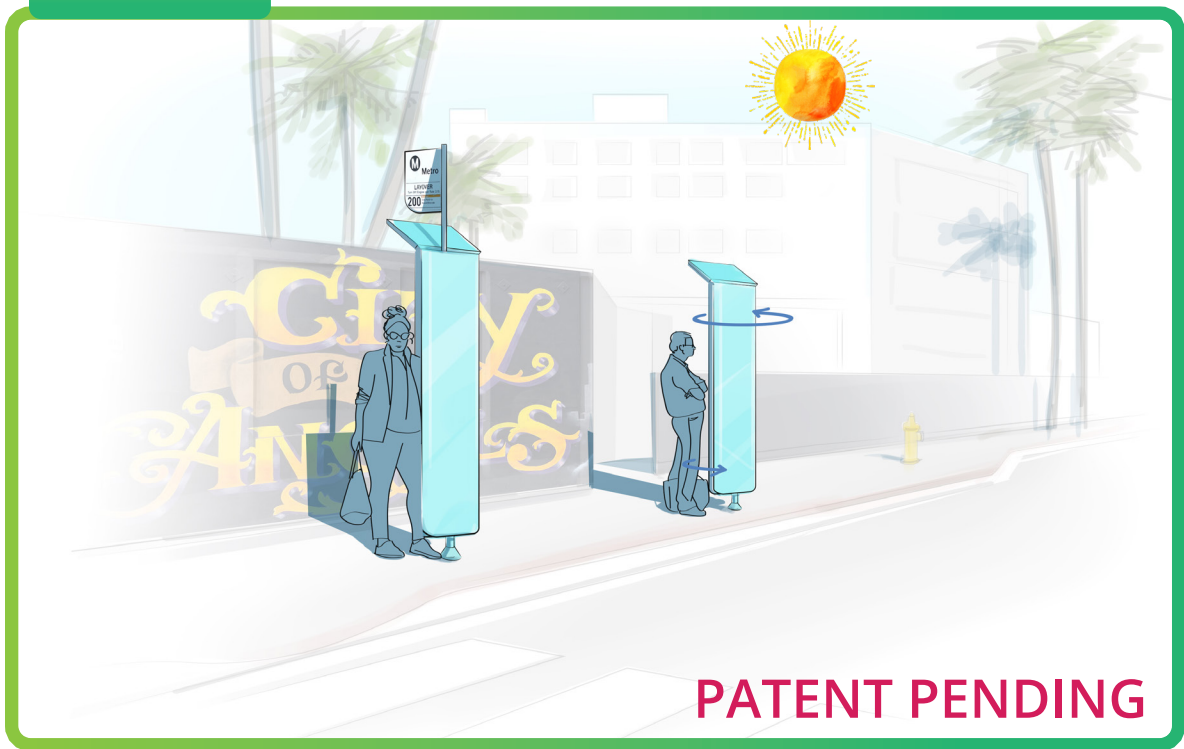
#GOTSHADE



MORNING



NOON

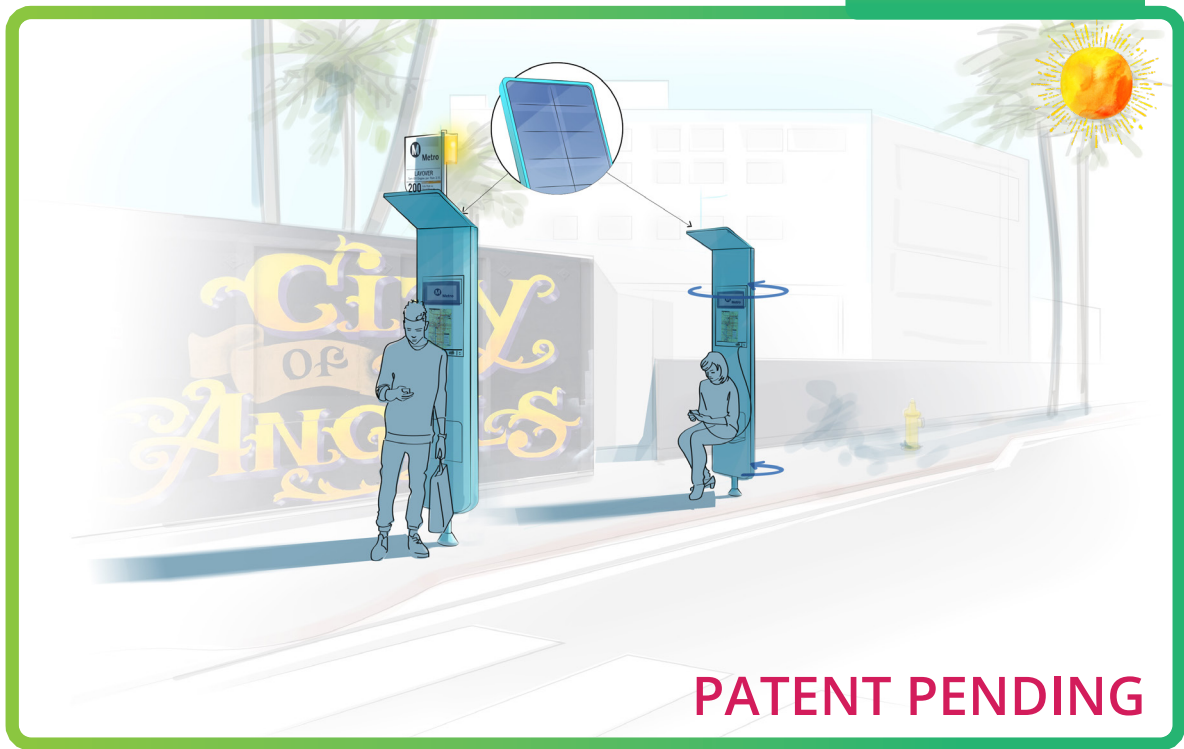


#GOTSHADE



EVENING

#GOTSHADE



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