

BREMBO REINTERPRETS THE LANGUAGE OF TWO WHEELS AT FUORISALONE 2026

A narrative where color, design, and movement blend between interior and street

Bergamo, April 20, 2026 - Brembo returns to Fuorisalone 2026 with an exhibition that celebrates color, design, and performance, transforming technology into a contemporary aesthetic experience. From April 20 to 26, in the Sesia&Co. spaces at Palazzo Bocconi (Corso Venezia 48, Milan), the brand presents a journey that translates its technical universe into the languages of interior design, creating a dialogue between surfaces, materials, light, and design vision.

A NEW CHAPTER: THE WORLD OF TWO WHEELS

For the third consecutive year, Brembo and Sesia&Co. return to Fuorisalone with a collaboration that is renewed and evolving. This partnership was born from the meeting between Brembo's technological innovation and Sesia&Co.'s distinctive chromatic research, united by a shared approach to design as both language and project culture.

In 2026, this dialogue goes even further, exploring the boundaries between interior design and the world of two wheels. Through materials, proportions, and shades, Brembo tells the story of a brand that has always gone beyond mere technical identity, highlighting its design culture through creativity.

The motorcycle on display becomes a symbol of this exploration and previews a future collection of brake calipers reinterpreted in Sesia&Co. tones, designed for those who experience motorcycling as a creative gesture in continuity with their personal expression within their own home.

Featuring an exclusive livery designed by Brembo, the motorcycle combines the colors Cielo (Sky), Mirtillo (Blueberry), Zafferano (Saffron), and Liquirizia (Licorice), paired with Hypure calipers in a refined matte Ferro (Iron) tone with a logo in Cielo (Sky). It represents the natural bridge between the colors of the home and those of the street. An invitation to embrace a new experience, immersed in an environment of cross-contamination, amplified by a large backdrop that envelops the motorcycle and enhances its stage presence.

The project thus anticipates a new aesthetic of braking, where design and technology come together to form a shared language capable of transcending the traditional boundaries of the product.

THE WORLD OF AUTOMOTIVE: AN EVOLVING CHROMATIC LANGUAGE

The section dedicated to the automotive world reintroduces the colors Zafferano (Saffron), Mirtillo (Blueberry) and Oro (Gold), unveiled to the public last year and now ready to go into production. The three brake calipers, the stars of the installation, showcase Brembo's focus on style and foreshadow their arrival on the X Style and BM6 lines. The display highlights shapes, surfaces and reflections, presenting the palette in a composition that emphasizes the brand's expressive essence.

A PARTNERSHIP THAT CONTINUES TO GROW

The Sesia&Co. palette ensures aesthetic coherence across different materials and surfaces, while Brembo extends this language into its own domains, transforming color into a narrative and identity element. Alongside the main installation, three Italian companies contribute to amplifying the project's aesthetic vision:

- Boffi De Padova – an icon of contemporary design and a reference for furniture, material research, and interior architecture.
- DMD Helmets – an Italian brand specializing in helmets with refined design, featuring a vintage-inspired aesthetic and a tailor-made attention to detail.
- MyStyle Milano – a brand of handcrafted bags and accessories with a strong focus on chromatic research.

Different worlds, united by design and color as their connecting element.

At the MyStyle showcase in Corso Garibaldi, a second exhibition presents a selection of Brembo and Boffi De Padova objects reimaged in the colors of the new collection: Cielo (Sky), Salvia (Sage), Ferro (Iron), and Cappuccino, creating a dialogue between product design, contemporary furnishings, and chromatic research. This installation offers an additional perspective on the brand's visual identity and its applications in the lifestyle world.

The overall display creates a seamless journey through interior design, the automotive world, and lifestyle, playing with combinations of materials, proportions, and shades.

With its presence at Fuorisalone 2026, Brembo reaffirms its ability to transform technical innovation into a cultural experience, where performance, color, and design vision come together to shape new narratives.

About Brembo

Brembo is a global mobility innovation leader developing advanced solutions for vehicles and racing applications. Driven by its purpose, "Shaping a Zero-Accident Future", Brembo combines industrial excellence and digital innovation to make safety, performance and sustainability integral to the driving experience. Through its brands – AP Racing, ByBre, Brembo, J.Juan, Marchesini, Öhlins and SBS Friction – the Group delivers an integrated ecosystem of technologies, including braking systems, dampers, clutches and wheels, as well as AI-enabled software solutions. For more than 50 years, the Brembo Group has been a key player in top-level motorsport, supplying teams competing in the most prestigious championships and contributing to over 1,000 titles won. Founded in 1961 and headquartered in Bergamo, Italy, Brembo has been listed on the Milan Stock Exchange since 1995. The Group employs 16,000 people across 18 countries, with 39 production and commercial sites, 10 R&D centers and 2 Brembo Inspiration Labs. In 2025, revenues totaled €3.7 billion.

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