



**“Brembo, Designing Emotions” at Fuorisalone 2019**  
***Brembo strengthens the tie between design and industry with an installation comprising seven works of art by seven world renowned artists.***

Milan (Italy), 8 April 2019 – Brembo is set to inaugurate tomorrow the “Brembo Designing Emotions” installation, a project created for the Fuorisalone being held in conjunction with the Salone del Mobile 2019. The installation will be on display at the Dino Buzzati Hall of the Corriere della Sera building in the historic Brera neighbourhood in Milan.

“Brembo, Designing Emotions” combines research and language to move the vision of industrial design into the other dimensions of thought and creative identity. The installation gets authors involved who have exhibited their artistic projects on international level, inviting them to offer their vision of Brembo's industrial product.

*“Brembo has always focused on research based on innovation and testing, where design is playing an increasingly prominent role whilst remaining functional and never an end to itself. Our design first looks toward performance, but it has also enabled beauty to align with the values our activity is based on: performance, reliability and comfort”* says Alberto Bombassei, President of Brembo. *“The attention we give to aesthetics is also a typically Italian trait, expressing the proactive, cutting-edge made in Italy brand that represents us well.”*

The installation was created by Moreno Gentili, a concept designer who once again engaged artists and industry in bringing design to a place where dreams, visions and impressions come together in innovative communication. “Brembo, Designing Emotions” is the project that seven artists contributed to completely free of any creative constraints, taking inspiration from the iconic Brembo brake caliper.

The artists who participated in the project are Marzia Migliora, Mario Airó, Melina Mulas, Silvia Codignola, Bruna Ginammi, Ilaria Bochicchio, Barbara Fässler; Silvia De Laude, philologist and essayist, and Jacqueline Ceresoli, visual art critic and historian.

The installation will be open to the public from Tuesday, 9 April to Sunday, 14 April in the foyer of Dino Buzzati Hall of the Corriere della Sera building in Via Eugenio Balzan, 3 in Milan.

For more information: <http://www.design-brembo.com>.

About Brembo SpA

Brembo SpA is the world leader and acknowledged innovator of disc brake technology for automotive vehicles. Brembo supplies high performance brake systems for the most important manufacturers of cars, commercial vehicles and motorbikes worldwide, as well as clutches and other components for racing. Brembo is also a leader in the racing sector and has won more than 400 championships. Today the company operates in 15 countries on 3 continents, with 25 production and business sites, and a pool of over 10,600 employees, about 10% of whom are engineers and product specialists active in the R&D. 2018 turnover is € 2,640 million (12.31.2018). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini brands and operates through the AP Racing brand.

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