

**6 - 18 September, 2022 at MUDEC – Museo delle Culture di Milano  
Brembo presents**

## **THE ART OF BRAKING**

### **An engaging exhibition about brakes**

***Over 60 years of the famous brand's history narrated through design, innovation, and research in an exhibition where the control of energy and movement is transformed into an immersive experience of technology, light design, and video installations.***

Stezzano (Italy), 7 July 2022 – Technological innovation, research in design and performance - from the Compasso d'Oro to Formula 1 -, constant commitment to sustainability: "THE ART OF BRAKING. An engaging exhibition about brakes", scheduled at the MUDEC in Milan from September 6-18, 2022 with free admission, narrates the industrial history and iconic products of Brembo - a world leader in braking systems for over sixty years - in an immersive multimedia experience conceived and produced by Brembo and Balich Wonder Studio.

The exhibition is part of the artistic and cultural programme of the MUDEC - Museo delle Culture, a place for dialogue about contemporary topics through visual, performing and sound arts, design and costume. With this first exhibition project, in the spaces that once housed the former Ansaldo industrial complex, Brembo retraces the stages of an entrepreneurial adventure that, over the years, has made the historic company from an excellence of the Italian know-how, capable of combining technology and design, with a constant focus on contemporaneity and the future.

Through interactive installations, light design and videos, the visitors will be led to the discovery of the shapes, materials, colours, style, and evolution of braking systems, with characterising elements - such as calipers, discs and pads - an expression of high technology and design, in a fascinating journey that sets off from the company's origins, and includes the most important challenges of the future, such as sustainability and electric mobility.

Brembo has always combined performance and design, making the brake a distinctive object and a forerunner of the evolutions in the sector, and beyond. In the exhibition, history and products come together in an exhibition divided into eight thematic sections - origin and birth, races, research, style, design, the world, the future - with a series of installations between past and future.

Find yourself in the middle of a Formula 1 or MotoGP circuit, experience the thrill of a car or motorbike race thanks to special tubes that recreate the sound experience of a racetrack; "enter" the shapes of brake discs through cones of laser lights; immerse yourself in a kinetic installation of over 300 coloured brake calipers, some of which are suspended and continuously moving; marvel at a one-piece Formula 1 caliper that, from a single piece of

aluminium, comes to life as a true sculpture; or lose yourself in an 'Infinity room' generated by the reflective surface of the 'Greentive' disc, which creates an unexpected and infinite environment: you will find various and numerous multimedia experiences thanks to which you can immerse in the world of Brembo braking systems.

Special attention is also paid to products that have led Brembo to win the most prestigious design awards. The company is in fact the first component manufacturer to have won the Compasso d'Oro, the world's oldest and most prestigious industrial design award, in 2004, with its carbon ceramic braking system for road cars, and in 2020 with the Formula E brake caliper. Brembo also received the Red Dot Award: Product Design 2019, the world's most coveted and authoritative design award.

#### Brembo SpA

Brembo SpA is the world leader and acknowledged innovator of disc brake system technology for vehicles. It is a supplier to the world's most prestigious manufacturers - of cars, motorbikes, and commercial vehicles - of high-performance braking systems, as well as clutches and other components for the racing sector. Brembo is also the undisputed leader in the sports sector, with over 500 world championships won to date. The company is present in 15 countries in 3 continents, with 29 production sites and sales offices, and it employs over 12,200 people. Out of these, about 10% are engineers and product specialists working in research and development. The 2021 turnover amounts to € 2,777.6 million (31/12/2021). Brembo owns the trademarks Brembo, AP, AP Racing, Breco, Bybre, J.Juan, Marchesini, and SBS Friction.

#### Balich Wonder Studio

Balich Wonder Studio is an Entertainment Company that creates and produces live experiences in the world of entertainment and communication.

The Company's projects, ranging from exhibits to immersive brand experiences, from large sports ceremonies to institutional celebrations, can be recognized thanks to their strong spectacular content and memorable impact.

The ultimate experience for the participants shall always be an emotion, generated thanks to a unique creativity and flawless execution.

The group operates through four divisions and three companies: Ceremonies Division, Brand Experiences Division, Destination Experiences Division, Immersive Shows Division, Balich Wonder Studio, based in Milan, BWS-KSA, in Saudi Arabia and HQWS based in Dubai, UAE.

#### 24 ORE Cultura

24 ORE Cultura is part of the 24 ORE Group, a leading media company in Italy and Europe. 24 ORE Cultura started its business as a publisher of illustrated books and catalogues on art, photography, architecture, design, and fashion. Over the last twenty-five years, the company has become one of the leading producers and organisers of exhibitions in Italy and abroad, collaborating with major national and international public and private collections. In addition to producing several exhibitions in Italy, the company exports exhibition projects abroad. Thanks to its consolidated experience and specific know-how, 24 ORE Cultura supports public and private institutions, both national and international, in the promotion and enhancement of their cultural heritage. 24 ORE Cultura has more than two hundred and fifty major exhibition projects to its credit, presented in the most important museums and exhibition venues. It is a partner of reference for major national public institutions and it collaborates with major international museums on an ongoing basis. 24 ORE Cultura manages the MUDEC - Museo delle Culture in Milan, a cross-cultural and multidisciplinary centre dedicated to the cultures of the five continents, thanks to an innovative form of governance unique in Italy, which combines the public sector, represented by the City of Milan, and the private sector, thus creating a positive synergy.

## EXHIBITION INFORMATION

### **THE ART OF BRAKING. An engaging exhibition about brakes**

MUDEC - Milan Museum of Cultures

September 6-18, 2022

Via Tortona, 56, Milan

Opening hours

Mondays 14.30 - 19.30

Tuesday - Wednesday - Friday - Sunday 9.30 - 19.30

Thursday - Saturday 9.30 - 22.30

(LAST ADMISSION ONE HOUR BEFORE)

Free admission

Website

[www.mudec.it/eng/brembo-exhibition/](http://www.mudec.it/eng/brembo-exhibition/)

Info

Tel. 02/54917

## PRESS INFORMATION

### **Press Office Brembo SpA**

Roberto Cattaneo - Chief Communication Officer Brembo SpA

Tel. +39 035 6052347 @: [roberto\\_cattaneo@brembo.it](mailto:roberto_cattaneo@brembo.it)

Daniele Zibetti - Corporate Media Relations Brembo SpA

Tel. +39 035 6053138 @: [daniele\\_zibetti@brembo.it](mailto:daniele_zibetti@brembo.it)

### **Press office 'THE ART OF BRAKING. An engaging exhibition about brakes'**

ddlArts

Alessandra de Antonellis @: [alessandra.deantonellis@ddlstudio.net](mailto:alessandra.deantonellis@ddlstudio.net) Tel. +39 339 3637.388

Ilaria Bolognesi @: [ilaria.bolognesi@ddlstudio.net](mailto:ilaria.bolognesi@ddlstudio.net) Tel. +39 339 1287.840

### **Press Office 24 ORE CULTURA - 24 ORE GROUP**

Elettra Occhini @: [elettra.occhini@ilsole24ore.com](mailto:elettra.occhini@ilsole24ore.com) Tel. 02 30.22.3917

### **Press Office MUNICIPALITY OF MILAN**

Elena Conenna @: [elenamaria.conenna@comune.milano.it](mailto:elenamaria.conenna@comune.milano.it)