

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 is 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.

MUDEC - Museo delle Culture di Milano
Via Tortona, 56 - Milan
www.mudec.it

Stezzano (Italy), 9 September 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 of Bergamo 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 path divided into eight thematic sections – the origins and birth, the races, the research, the style, design, the world, the future - with a series of installations between past and future.

“The brake is an essential element of our lives,” said Matteo Tiraboschi, Brembo Executive Chairman. “With this exhibition at Mudec, we want to take it out of its natural place, the vehicle, and show it to everyone under a new light and through the languages of the arts. A brake is not only a safety tool, it also tells us a deeper story: technological innovation, design shapes and the mastery of the material. It is performance, emotion and beauty. We are sure that those who visit ‘The Art of Braking’ will have the opportunity to discover a world that is both amazing and exciting.”

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.

The exhibition path in details

1) / 2) The Origins and Birth | From 1800 to 1964

At the entrance to the exhibition, a coloured disc welcomes the visitors, illustrating the main contents of the eight sections. This is where the story of the brake begins, tracing its history from its origins as a technology up to 1964, the year when the accident of a lorry containing brake discs from England started the production of a small Italian company that was destined to become known worldwide.

3) The races | 1970s

The third section is dedicated to the 1970s and the races. In 1975, Alberto Bombassei meets Enzo Ferrari. With the Cavallino, the adventure in the world of Racing begins: a long race in which achievements and successes in all categories and with all the car teams have never stopped and continue to this day.

A special installation offers the visitors the chance to enter the track thanks to tubes suspended in the hall. Inside, the storytelling and a series of historical and contemporary photos transport the visitors to the centre of a Formula 1, MotoGP and Formula E circuit, plunging them in the sound experience of a car and motorbike race thanks to proximity audio. You can also find out what distinguishes their design for competitions from their design for road cars. This section shows how research in the sporting field is the driving force behind the evolution of all braking systems, not only in terms of performance, but also in terms of design.

4) The Research | 1980s

The narration continues with a section dedicated to the 1980s and research. The energy crisis in the 1970s led to an increase in fuel costs, prompting car manufacturers to lighten their vehicles. Brembo thus began experimenting with materials that led to the successful adoption of the first aluminium calipers on the Alfetta GTV in 1980, paving the way to research into materials and shapes that continues a history of innovation to the present day. An immersive installation allows you to enter the shapes of the brake discs, with continuously moving sound and laser lights projecting the discs' designs onto the ground and creating at the same time a cone of coloured light with which it is possible to interact. On the walls of the room, illuminated with grazing light that emphasises the design, some of Brembo's most significant products combining beautiful shapes with innovation in function are displayed. Visitors can come in touch with the evolution of the materials and their history, learning more about them through videos and an interactive installation.

5) The style | 1990s

Continuing along the exhibition, we reach the 90s and a narration about the style. In 1992, Brembo introduces the first red-painted calipers on a top-of-the-range car from a well-known German manufacturer, and begins the transformation of a mechanical product into a true automotive style icon. A kinetic installation of over 300 coloured brake calipers dancing above the visitor's head thanks to the synchronised movement of 120 motors from which they are suspended underlines the infinite possibilities of customisation of an element that has become fundamental in the creation of car design.

Alongside this installation, a video talks about the participation of Brembo in the famous 'Gran Turismo™' video game series, thus becoming an icon of top performance even in the contemporary world of gaming.

6) Design | 2000s

The next section deals with the 2000s and design: in 2004, Brembo's carbon ceramic brake system for road cars won the Compasso d'Oro, the oldest and most prestigious industrial design award in the world. It was the first award of its kind granted to a component manufacturer, paving the way for a series of awards in the design industry that continues to this day.

Here, the visitors can take a closer look at the materials and the main processing phases, such as those of the Formula 1 one-piece caliper: it starts with a single block of aluminium, which is rough-hewn after 10-12 weeks, hollowed out internally with sophisticated machinery and finished manually, as if it were a real sculpture.

7) The World | 2010s

In 2015, the factory in Escobedo, Nuevo León, on the outskirts of Monterrey, Mexico, was inaugurated. This decade witnessed the realisation of a process of internationalisation for Brembo that had begun in the 1980s and had crossed countries and cultures around the world, leading to the opening of new production plants in North and South America, China and India. This section tells the story of an Italian industrial company that has brought innovation, performance, comfort, and style all over the planet, truly making the world its home.

8) The future | 2020s and beyond

The last section is dedicated to the future and the 2020s, which start with a new Compasso d'Oro won by the rear caliper for Formula E single-seaters.

Electric mobility and sustainability are the challenges of the future for braking systems and the entire world. The visitor is invited to reflect on these issues through a solar system of planets where the earth is represented by 'Greentive', a disc designed by Brembo with strong sustainability characteristics. Thanks to an 'Infinity Room', the visitors can immerse themselves in a boundless space, generated by the reflective surface of 'Greentive', where a more sustainable future is reflected: an unexpected environment, with clouds that multiply up to the horizon, giving the impression of flying through the sky.

In the adjacent room, an immersive installation leads the visitors to discover the brake of the future and explore how the braking experience will change with the introduction of artificial intelligence, digitisation, and data in the new mobility paradigms. By operating a brake pedal on the floor in the centre of the room, an immersive video experience is activated, taking the visitors on board a futuristic car where the 'Sensify' intelligent braking system designed by Brembo is installed, aiming at narrating the evolution of the brakes of the future. At the exit of the exhibition, a series of suspended circles creates a Photo call backdrop of transparencies, where you can enter and immortalise yourself within the colours of 'The Art of Braking'.

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/

Info

Tel. 02/54917

PRESS INFORMATION

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