



Ducati renews its partnership with Arte Fiera for the 2025 edition

Bologna, Italy, 6 February 2025 - Ducati and Arte Fiera announce the renewal of their partnership for the 2025 edition of the modern and contemporary art fair, that will take place from 7 to 9 February at BolognaFiere.

The Bologna-based motorcycle Company has always recognized the love of beauty as an essential element of its narrative, which translates into the creation of motorcycles conceived as a magical combination of technology and beauty. This philosophy fits very well when combined with the world of art and at the same time promotes Italian excellence, uniqueness and lifestyle throughout the world.

The link with Arte Fiera, an event that in the course of its more than fifty years of history has established itself as one of the most eagerly awaited on the national and international art scene, was forged with mutual satisfaction in 2024. It is a union rooted in the territory of Bologna, bringing together two brands capable of proudly representing Emilia-Romagna and Made in Italy in the world.

The partnership includes confirmation of Ducati's support for 'Percorso' through the 'Officina Arte Ducati Award'. 'Percorso' ('Path') is an itinerary that connects a selection of the galleries in the Main Section of Arte Fiera according to a thematic criterion, which in 2025 is inspired by the theme "Community: not me, but us". Among the selected works of art, the jury will award the most commendable on the basis of criteria linked to the Ducati brand identity: speed, design research, innovation.

The winning work will be destined for the corporate collection of Borgo Panigale, supported by Fondazione Ducati, which also through its involvement with Arte Fiera confirms its role as an institution committed to cultural, educational and social initiatives.

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