



Ducati partners with Arte Fiera in the fiftieth anniversary year of the Italian art fair

- The Bologna-based motorcycle manufacturer teams up with Arte Fiera by supporting "Percorso", the itinerary that links some of the galleries present through the common theme of drawing
- The "Officina Arte Ducati Award" is established for the most commendable work of art of "Percorso", selected by a jury on the basis of criteria defined by Ducati in affinity with its brand values

Borgo Panigale (Bologna, Italy), 1 February 2024 – Ducati becomes a partner of Arte Fiera, the modern and contemporary art fair that has taken place as an annual appointment in Bologna since 1974 and which therefore celebrates its fiftieth anniversary in 2024.

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.

Ducati therefore chooses to link itself to Arte Fiera, an event which over its fifty years of history has established itself as one of the most eagerly awaited on the national and international art scene, while remaining firmly linked to its city of origin and the Bolognese area, the same one in which Ducati has its roots. Both companies proudly represent Emilia-Romagna and Made in Italy in the world.

The partnership will see Ducati supporting "Percorso" (Path), a format which, as its name implies, expresses an idea of mobility and dynamism. "Percorso" is an itinerary that connects a selection of the galleries in the Main Section of Arte Fiera according to a thematic criterion. This year the theme chosen is drawing: a universal language, which unites artists of different generations and languages.

Ducati will also be an active part of the fair through the establishment of the "Officina Arte Ducati Award", which within "Percorso" will reward the work deemed to be the most commendable by a special jury, based on criteria defined by the Bologna-based company in affinity with its brand values.

Furthermore, during the opening period of the fair, visitors will be able to admire a true Ducati work of art. This is the Acquabianca marble sculpture "Fortitudo Mea in Levitate", inspired by the aesthetic canons of the Panigale and capable of transmitting the contrast between the lightness of the shapes and the weight of a precious material such as white Carrara marble.

Arte Fiera, the international modern and contemporary art fair, will celebrate its 50 years in Bologna from 2 to 4 February, with a preview on Thursday 1 February, inside halls 25 and 26 of BolognaFiere. The 2024 edition will revisit episodes, works and publications of the first editions of Arte Fiera (starting from 1974, the year it was founded), which quickly established it on a national and international level.



Ducati will also have an important role in the context of ART CITY Bologna, the program of exhibitions, events and initiatives promoted by the Municipality of Bologna in collaboration with BolognaFiere, which will be held in the same period as Arte Fiera.

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