



Ducati strengthens its bond with art: the third edition of the Officina Arte Ducati Award to be held at Arte Fiera

- In 2026, the motorcycle manufacturer continues its dialogue with the art world, confirming its commitment to Arte Fiera with the third edition of the "Officina Arte Ducati Award"
- The theme of the Award, *"A Century Made of Seconds"*, is the narrative thread of Ducati's Centenary celebrations and will reward the work that best interprets the values of speed, design research, and innovation
- The winning work will be selected by a jury of experts and will become part of the Borgo Panigale corporate collection, supported by Fondazione Ducati

Bologna, 5 February 2026 – **Ducati renews its presence at Arte Fiera**, Italy's longest-running art fair and a benchmark for galleries and collectors, consolidating a commitment that recognizes art as an important part of its cultural DNA.

Both deeply rooted in their local area, Ducati and Arte Fiera proudly represent Emilia-Romagna's connection with the world of art, design, and modernity.

Continuing with the 2024 and 2025 editions, Ducati has chosen to be present with the **"Officina Arte Ducati Award"**, now in its third year. The Award fits perfectly into the story of the **company's Centenary year**, engaging with the celebratory theme *"A Century Made of Seconds"*.

Starting from this theme, the award unravels the underlying leitmotifs of speed, design research, and innovation, which are the distinctive traits that have equally identified Ducati's history and artistic research since the early 1900s.

"A Century Made of Seconds" extols the value of every moment that remains etched in the memory, becoming unforgettable: time condensed and rearranged into flashes of intensity, as occurs in moments of artistic creation.

The **"Officina Arte Ducati Award"** extends to the entire Hall 25, dedicated to contemporary art. The winning work will be selected by a jury composed of **Cristiana Perrella**, artistic director of MACRO - Museum of Contemporary Art in Rome, **Luca Cerizza**, independent curator and art critic, and **Stefano Tarabusi**, Design Manager of Ducati Motor Holding.

The work selected as the winner of the **2026 "Officina Arte Ducati Award"** will become part of the Borgo Panigale corporate collection, supported by **Fondazione Ducati**, joining *There Is So Much We Can Learn from the Sun* by **Marinella Senatore** (Gallery Mazzoleni), winner of the 2025 edition, and *Ossicodone 2* by **Alberto Tadiello** (Gallery Umberto di Marino), winner of the 2024 award.