

Design, performance, technology and art: Bologna celebrates Ducati on its Centenary

4.9.2026 - | Ducati Motor Holding

On its Centenary, Ducati brings to the heart of Bologna the history, values and passions that have made it a local excellence and a global icon of two-wheeled mobility.

- **From September 4th to October 5th, Salaborsa, Palazzo Pepoli, Galleria Cavour 1959, Palazzo Boncompagni and the Renato Dall'Ara Stadium showcase Ducati's diverse souls: the factory, its historical memory, design, technology, art and sporting DNA**
- **Claudio Domenicali, CEO of Ducati: "A project that demonstrates the strength of our brand: deeply rooted in Bologna and, from here, capable of establishing itself worldwide through prestige, excellence and uniqueness."**

Borgo Panigale, Bologna, September 4th 2026 - In the year of Ducati's Centenary, **the bond between the motorcycle manufacturer and Bologna** finds a new expression through a project that, for an entire month, brings the company's identity to some of the city's most prestigious and iconic locations.

From September 4th to October 5th, Salaborsa, Palazzo Pepoli, Galleria Cavour 1959, Palazzo Boncompagni and the Renato Dall'Ara Stadium become the stages of a multifaceted journey that transforms **Bologna into a vast exhibition space dedicated to Ducati**. Five exceptional venues showcase five different souls of the company through photographic exhibitions, archive materials, artworks, historic models, unique motorcycles and contemporary creations.

From the factory to historical memory, from design to art and sport, the project captures the **rich essence of a story that began in Bologna in 1926 and which has continued uninterrupted to the present day**. It highlights the brand's most authentic identity, extending beyond motorcycles to encompass everything that has contributed to its value over the past century: **Italian expertise and innovation, the love for beauty and creativity, the passion for racing and sporting achievement, and an unbreakable connection with the territory where its excellence was born and developed.**

The initiative was officially presented today, Friday 4th September, during a press conference held at Palazzo d'Accursio, attended by **Claudio Domenicali**, Ducati CEO; **Patrizia Cianetti**, Ducati Marketing and Communications Director; **Matteo Lepore**, Mayor of Bologna; and **Irene Priolo**, Regional Minister for Environment, Territorial Planning, Mobility and Transport, and Infrastructure of Emilia-Romagna.

"Ducati is part of Bologna's history, and being able to tell the story of our first hundred years through some of its most iconic locations is a privilege that not only makes us proud but also demonstrates the role we play within the city and its community," said **Claudio Domenicali, Ducati CEO**. *"It is also a clear representation of what Ducati is today: a company deeply rooted in its home territory and capable of bringing prestige, excellence and uniqueness to the world from Bologna."*

Matteo Lepore, Mayor of Bologna: *"Ducati is one of the great stories that Bologna has built and brought to the world. For a hundred years, this company has represented talent, hard work, the*

ability to innovate, and that unique combination of technology, design and passion that is deeply rooted in our land. We are proud that for its Centenary, Ducati has chosen to showcase its history through some of Bologna's iconic locations, transforming the city for a month into a journey dedicated to its history and identity. It's a way to celebrate an international excellence that continues to grow here, in the area where it was born, and that contributes to making Bologna recognizable around the world."

The shared narrative also extends to other locations in the city. Throughout the month of September, Ducati will be present in several businesses associated with Confcommercio Ascom - including hotels, bistros, and shops in the historic centre - which will contribute to "colouring Bologna red" for the Centenary. The Bologna Welcome spaces overlooking Piazza Maggiore will also be part of this shared narrative.

On October 4th, the journey will conclude in Borgo Panigale: on the day dedicated to Bologna's patron saint, the Ducati Museum will open its doors to the public, welcoming the people of Bologna to the place that preserves the brand's history and identity.

Five exceptional locations to tell Ducati's souls

Salaborsa

At the centre of the Salaborsa exhibition is the **Superleggera V4 Centenario**, along with its mechanical platform. Produced in just 500 numbered units, it is the most extreme road motorcycle ever: a concentration of cutting-edge technology for the ultimate blend of power, lightness and performance. One of the pinnacles of Ducati expertise.

The Superleggera V4 Centenario is surrounded by Giovanni De Sandre's photographic narrative, created inside the Ducati factory. His shots capture the most human aspect of the factory, made up of the people, knowledge and skills that translate into manufacturing excellence every day. On the one hand, the most advanced result of this work; on the other, the people who make it possible and who bring the dreams of thousands of Ducatisti around the world to life.

Palazzo Pepoli - Museum of the History of Bologna

Palazzo Pepoli, home to the Museum of the History of Bologna, hosts an exhibition that intertwines the history of the motorcycle manufacturer with that of the city through people, events, places and objects connected to the area, including historical photos and videos, testimonies, stories and archival documents.

Galleria Cavour 1959

Galleria Cavour 1959 takes visitors on a journey through Ducati design, from the creative process to the development of the shape, all the way to the birth of the motorcycle. The exhibition, "*Design: The Icon Takes Shape*," delves into the heart of this journey, illustrating how an idea gradually transforms into reality: from the first sketch to the final motorcycle.

Palazzo Boncompagni

Palazzo Boncompagni hosts several models from the Collezione 100, a project created to celebrate the liveries that have marked key moments in Ducati's history. Ten contemporary motorcycles interact with the models that inspired them, connecting different eras through colours, shapes and

graphic details.

Enriching the narrative are reproductions of works by Maestro Ugo Nespolo, one of the most important Italian artists of the late 20th century, who has dedicated a series of unique and original illustrations to the Collezione 100. With his unmistakable visual language, Nespolo has reinterpreted the ten models and their respective historic motorcycles in a colourful and dynamic narrative that breaks down and reassembles the lines of the motorcycles to maximize the strength and beauty of each individual livery, making the Palazzo Boncompagni exhibition even more prestigious.

Renato Dall'Ara Stadium

The Dall'Ara Stadium welcomes Ducati's racing spirit. In the heart of Bologna's sporting passion, two Bologna FC matches - Bologna-Sassuolo on September 6th and Bologna-Turin on September 19th - will feature some of Ducati's most high-performance motorcycles, starting with the Desmosedici GP and the Panigale V4 R, protagonists in the MotoGP and WorldSBK championships, respectively.

Alongside the racing bikes, a prominent place is reserved for two of Ducati's most extreme expressions: the Superleggera V4 Centenario and the Superleggera V4 Centenario Tricolore, produced in 500 and 100 units, respectively. Two limited-edition collector's masterpieces.

Galleria Cavour 1959 | September 4th - October 5th

Mon: Closed

Tue - Fri: 4:00 PM - 7:00 PM

Sat - Sun: 10:00 AM - 1:00 PM / 4:00 PM - 7:00 PM

Free admission, no reservation required

Palazzo Pepoli - Museum of the History of Bologna | September 9th - October 5th

Mon, Wed, Thu, Fri, Sat, Sun: 10:00 AM - 7:00 PM

Tue: Closed

Free admission, no reservation required

Salaborsa | September 7th - October 3rd

Mon: 2:00 PM - 8:00 PM

Tue - Fri: 9:00 AM - 8:00 PM

Sat: 9:00 AM - 7:00 PM

Sun: Closed

Free admission, no reservation required

Renato Dall'Ara Stadium

September 6th - 6:00 PM: Bologna - Sassuolo

September 19th - 3:00 PM: Bologna - Torino

Access during the matches

Palazzo Boncompagni | September 4th - October 5th

Mon: Closed

Tue - Thu: 3:30 PM - 6:30 PM

Fri - Sun: 10:00 AM - 1:00 PM / 3:30 PM - 7:30 PM

Palazzo + Collezione 100 exhibition: €10

Collezione 100 exhibition only: €5

Free: people with disabilities, children up to 10 years old, journalists

**Special closures:*

September 18th, 22nd, 23rd and 24th.

Reservations via the dedicated link.

<https://mediahouse.ducati.com/design-performance-technology-and-art-bologna-celebrates-ducati-on-its-centenary>