

Škoda Auto to present unique brand exhibition at Milan Design Week

- › Škoda Auto will highlight its design approach at the world's largest showcase of contemporary design in Milan
- › The immersive installation created by Spanish architect and artist Ricardo Orts will also feature the covered Škoda Epiq
- › Palazzo del Senato will host Škoda's brand exhibition from 21 to 26 April

Mladá Boleslav, 16 April 2026 – Škoda Auto is returning to Milan Design Week after a successful debut in 2025 to present a unique artistic brand exhibition at Palazzo del Senato. Combining art and innovation, the creative concept introduces visitors to Škoda's current design approach. The exhibition and large-scale installations, created by Spanish architect and artist Ricardo Orts, founder of Ulises Studio, draw on the playfulness and curiosity associated with modelling clay – the central motif of the global marketing campaign for the upcoming Škoda Epiq. The electric compact crossover, while still camouflaged, will also form part of the exhibition.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "Milan Design Week allows us to further elevate the Škoda brand and present it far beyond the automotive world – as a brand driven by design, creativity and innovation. Our installation brings the Modern Solid design language to life in a playful, immersive way that invites people to experience our brand, not just observe it. At the heart of this presentation is the Epiq – a clear expression of our ambition to make electric mobility more accessible and to inspire new customer groups through design-led storytelling."

Škoda and Ricardo Orts create a bold presence at the heart of fashion and design

From 21 to 26 April, Palazzo del Senato will be transformed into an exhibition space with colourful elements that blend physical and digital environments. It has been created by Spanish architect and internationally acclaimed digital artist Ricardo Orts, founder of Ulises Studio, whom *Forbes* included in its 2024 selection of the 100 most creative people in business.

"Škoda Auto fits naturally into my visual world. It combines playfulness and accessibility with a strong technical and carefully considered design language. This balance between imagination and precision deeply resonates with my own work," comments Ricardo Orts on the collaboration. For Škoda's presentation, he designed an original installation featuring the many shapes and colours of modelling clay – the same motif will be an integral part of the global marketing activities linked to the upcoming new electric crossover SUV, the Epiq.

Škoda exhibition in the spirit of 'Ooooh, that's EpiQ!'

Set directly in the courtyard of the Baroque Palazzo del Senato, Škoda's display, featuring the camouflaged Epiq and its playful counterpart, the Epiq Sculpt, as the centrepieces, creates a striking contrast with the historic surroundings – and vibrantly underlines its main slogan: "Ooooh, that's EpiQ!"

The open atrium will feature several relaxation zones and visitor attractions, the main one being a digital corner where visitors can explore the theme of the exhibition, the Epiq and the Škoda brand through an LED screen projection. The installation space will also include an open auditorium, a dedicated area for children and a freely accessible area with a varied programme, including sessions focused on healthy living and group exercise. In addition, a Škoda Elroq will serve as a mobile café. Whether stopping by briefly for a Curiosity Fuel Coffee or spending an entire day enjoying the programme, there will be something for everyone. As part of the programme, Epiq Talks will feature a discussion between Chan Park, Head of Škoda Auto Interior Design, and Ricardo Orts, offering additional insight into the creative vision behind the project. Further information and registration for individual activities can be found at epiqdesignweek.com.

With its presence at Milan Design Week, Škoda Auto celebrates curiosity, playfulness and transformation, inviting people to connect with their sense of wonder and rediscover the pleasure of interacting with space.

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Media images



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Source: Škoda Auto

Škoda Auto

- > is successfully steering through the new decade with the Next Level Škoda Strategy;
- > aims to become one of the top three best-selling brands in Europe by the end of the decade by offering its customers the best of both worlds through a range of attractive BEV, hybrid & ICE products;
- > effectively exploits the potential in important growth markets such as India, Vietnam and the ASEAN region;
- > currently offers customers 12 passenger car model ranges: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Elroq, Enyaq, Slavia, Kylaq and Kushaq;
- > delivered more than 1,040,000 vehicles to customers worldwide in 2025;
- > has been part of the Volkswagen Group, one of the world's most successful car manufacturers, for more than 30 years;
- > is part of Brand Group CORE, an organisational merger of the Volkswagen Group's volume brands, with the aim of achieving joint growth and significantly increasing the overall efficiency of all five volume brands;
- > independently develops and produces components such as MEB battery systems, engines and transmissions for other Volkswagen Group brands;
- > operates three production plants in the Czech Republic; has production capacities in Slovakia, Kazakhstan and India, mostly through group partnerships, as well as in Vietnam and Ukraine in cooperation with a local partner;
- > employs around 40,000 people worldwide and is active in almost 100 markets.