

Škoda Auto celebrates successful Milan Design Week with strong visitor interest and Fuorisalone Award recognition as highest-rated installation

- › Škoda Auto's brand exhibition at Milan Design Week 2026 attracted nearly 60,000 visitors from 21 to 26 April
- › Škoda's installation was recognised with the Fuorisalone Award as the highest-rated installation of the 2026 edition
- › The immersive installation at Palazzo del Senato showcased Škoda's current design approach and the camouflaged Škoda Epiq
- › The exhibition was created by Spanish architect and digital artist Ricardo Orts, founder of Ulises Studio
- › The recognition underlines Škoda Auto's growing relevance at the intersection of design, creativity and innovation

Mladá Boleslav, 27. April 2026 – Škoda Auto has successfully concluded its participation at Milan Design Week 2026, welcoming nearly 60,000 visitors to its brand exhibition at the historic Palazzo del Senato. The immersive installation not only highlighted Škoda's current design approach but also received the Fuorisalone Award, recognising it as the highest-rated installation of the 2026 edition according to the design community and visitors.

Škoda Auto CEO Klaus Zellmer said: "Coming back to Milan Design Week for the second year in a row took us to a new level. It gave Škoda Auto a chance to open up to a passionate, design-driven audience beyond the automotive world – and the response was truly encouraging. The strong interest from visitors and the recognition from the Fuorisalone community show that our design storytelling connects emotionally and strengthens our brand. At the centre of our presence was our upcoming all-electric Epiq. For us, it stands for a clear commitment – making electric mobility more accessible and inspiring new customer groups with fresh ideas and optimism for what's ahead."

Škoda Auto's brand exhibition at Milan Design Week 2026 attracted approximately 60,000 visitors between 21 and 26 April. Hosted at the historic Palazzo del Senato, the installation combined physical and digital elements to present Škoda's current design approach in an immersive setting. The exhibition featured the camouflaged Škoda Epiq and its playful counterpart, the Epiq Sculpt. Large-scale installations inspired by modelling clay showcased the central motif of the brand's current design narrative.

The installation was created by Spanish architect and internationally acclaimed digital artist Ricardo Orts, founder of Ulises Studio. Visitors were invited to explore Škoda's design language through a curated programme that included relaxation zones, digital experiences and discussions on design and creativity.

Škoda Auto's presence at Milan Design Week 2026 was further recognised with the Fuorisalone Award by the design community of Fuorisalone.it. Each year, the Fuorisalone Award highlights the most engaging and memorable installations and events, with winners selected through a public voting process following a shortlist of 12 standout projects.

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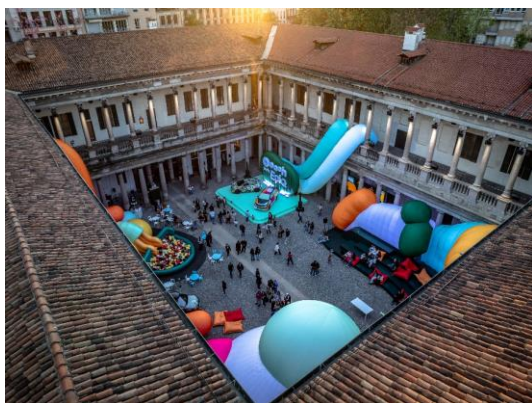
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Media images



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Source: Škoda Auto



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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.