



Press Release

At Milan's 2026 Fuorisalone
Italdesign Interprets the Essence of "*Being Project*"

April 20–26, 2026
RRD Showroom – Via Tortona 31

- The 2026 edition of Fuorisalone invites us to reflect on what it means to *Be Project*. It is a theme that mirrors Italdesign's design methodology: an integrated, end-to-end process capable of transforming ideas into concrete experiences while moving coherently across different domains – from automotive to product design, from aerospace to robotics.

Moncalieri, 10 February 2026

At Fuorisalone 2026 in Milan, Italdesign interprets the very essence of *Being Project*.

This year's theme perfectly reflects Italdesign's design approach: an integrated, vertical process in which every phase, from the initial idea to final execution, through a seamless end-to-end flow, creates value and enables ideas to become tangible experiences.

Italdesign applies this design grammar across multiple fields, from automotive to product design, from aerospace to robotics.

Within its exhibition space in via Tortona, the company presents a narrative-driven journey that showcases this design continuity in motion, outlining the identity that defines the company.

Automotive – Honda NSX Tribute by Italdesign

Officially endorsed by Honda, the **NSX Tribute by Italdesign** is a faithful yet contemporary homage to an icon of performance, reliability, and usability. It distills the model's essential values and reinterprets them through a modern lens, resulting in a **highly bespoke few-off project entirely developed by Italdesign, from styling to engineering to ultra-limited-series production.**

"The NSX Tribute is the tangible expression of what Being Project means for us Ideneers at Italdesign," says Antonio Casu, CEO of Italdesign. *"It embodies a vertical and integrated approach where design, engineering, prototype development, co-creation with the client, and artisanal craftsmanship coexist – all the competencies required to turn bold ideas into reality."*

Aerospace, Product Design and Robotics: Italdesign's Cross-Industry Vision

Italdesign's exhibition concept at Fuorisalone 2026 expresses a method that goes deep into the company's vertical service offering while simultaneously expanding horizontally into different worlds, creating continuity and cross-pollination between disciplines and languages.

The collection of projects showcased demonstrates Italdesign's ability to move naturally across diverse fields, from product design to technological research to the mobility of tomorrow, following a holistic approach that connects creativity with innovation. This is where the meaning of *Being Project* takes shape: a way of thinking and acting that turns visions into concrete, future-oriented experiences.

Further details on the Italdesign exhibits will be shared through a press release and published in the Media Center section of the website: <https://www.italdesign.it/en/media-center/>

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