

MAY 16TH-17TH 2026

LAKE COMO, ITALY



FuoriConcorso 2026: KraftMeister

**A journey into the creative force
and engineering excellence of
German automobiles.**

16-17 May 2026 Villa del Grumello and Villa Sucota, Como

FuoriConcorso announces the theme for the 2026 edition, KraftMeister, a journey into the creative force and engineering excellence of German automobiles.

After exploring different aspects of automotive culture in previous years, FuoriConcorso returns to the shores of Lake Como with a powerful and rigorous narrative dedicated to a tradition that has made precision, innovation and character its unmistakable hallmarks. KraftMeister, strength and mastery, is the title chosen to encapsulate the essence of a world in which technology becomes language and design is born from function.

The 2026 edition will focus on production cars that have marked their era, models capable of introducing technical and aesthetic solutions that are still fundamental to contemporary design today. Alongside these, there will be a selection of competition cars that have written decisive pages in the history of motorsport, becoming absolute symbols of performance, research and technological dominance.

The exhibition will also include visionary concept cars and experimental prototypes, testimonies to an imagined and often anticipated future, together with unique creations by leading German tuners, capable of pushing the boundaries between engineering rigour, excess and radical interpretations of performance.

The visual and conceptual identity of KraftMeister is defined by the theme of sharp edges, a metaphor that encapsulates the German approach to design, in which every line has a function, every surface responds to a technical need, and every shape is created to improve control, efficiency and speed. A language developed between the 1970s and 1990s, deeply linked to the Bauhaus heritage and brands that have made this vision iconic, from automotive to industrial design.

- **KraftMeister: strength and mastery,** Dedicated to a tradition that has made precision, innovation and character its unmistakable hallmarks.

- **Aesthetic codes of the 2026 edition.** Emblematic image of the four heads: the evolution of man and the driver through time.

The colour orange: dynamism and energy of technology.

The font: evokes the pioneering era of digital technology and the timeless charm of retro technology.

- **FuoriConcorso@Retromobile 2026**
Hall: 7.3 Aisle: H Number: 089

The aesthetic codes of the 2026 edition also contribute to this narrative. Emblematic is the image of the four heads, which recounts the evolution of man and the driver through time. From primordial ingenuity, represented by the bare head, to the progressive integration of body, machine and protection, the visual journey becomes a powerful synthesis of the relationship between human beings and technology, between instinct and speed.

The colour orange, chosen as a distinctive element, evokes dynamism, the energy of technology, the world of workshops, machinery and industrial safety. A colour that speaks of strength, work and engineering, in perfect harmony with the spirit of KraftMeister. The font, inspired by 1980s computers, introduces a visual bridge between past and future, evoking the pioneering era of digital technology and the timeless charm of retro technology.

With KraftMeister, FuoriConcorso 2026 aims to be an immersive and cultural experience, rather than just an exhibition event. An engineered narrative, designed for a community of enthusiasts, collectors and builders who recognise the car not only as an object, but as a way of thinking, a discipline, a world view, where engineering culture and technology are in constant dialogue with design and innovation.

FuoriConcorso 2026 will be held from 16 to 17 May on the shores of Lake Como, confirming its status as one of the leading international events for contemporary automotive culture.

The official announcement of the KraftMeister theme will take place at Retromobile Paris, one of the most important international events dedicated to classic cars and motoring culture.

FuoriConcorso will be present with a dedicated space, designed as a first point of contact with the vision of the 2026 edition and as a meeting place for collectors, enthusiasts and professionals in the sector.

FuoriConcorso@Retromobile 2026

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EMBARGO:

Monday 26th Jan, 2026 @11:00 am CET

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