

# Pistons & Pretzels

**BECOME OUR PARTNER**

JOIN THE PISTONS & PRETZELS IN TURIN  
AT DOCKS DORA | 07 JUNE, 2026

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# WHO ARE WE TODAY

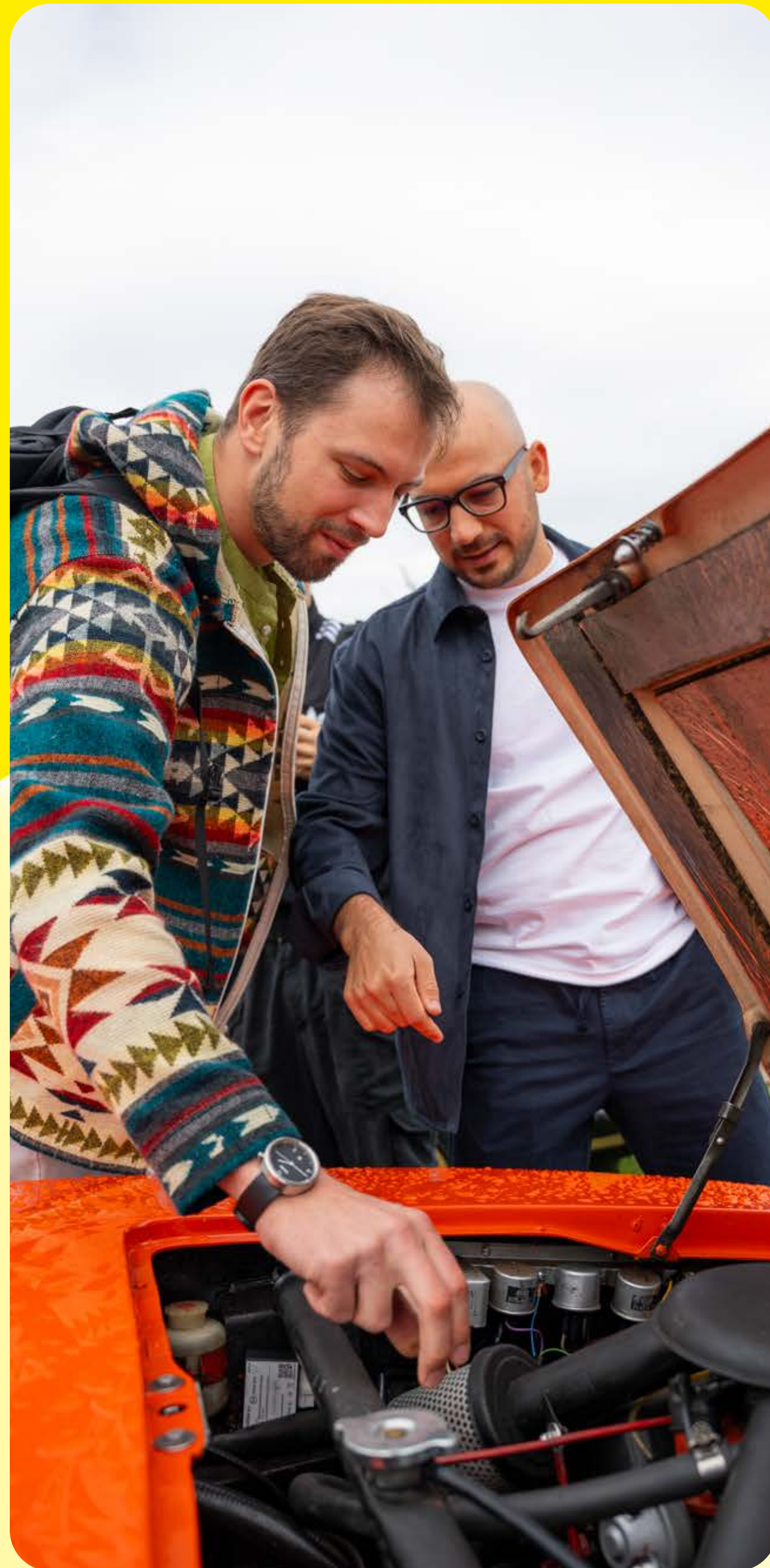
As experts in automotive design, Konzepthaus creates meaningful events that bring the global design community together.

Design-led. Community-first. From students to design VPs. Professional without being corporate.

**1,500+**  
CURATED ATTENDEES  
PER YEAR

**80+**  
BRANDS

**150%**  
AVERAGE GROWTH  
PER YEAR



# WHAT MAKES PISTONS & PRETZELS UNIQUE?

- DESIGN FIRST

It's not a car meet, it's not a tech fair. It's a creative gathering.

- COMMUNITY-LED

Designers of all levels, backgrounds, and nationalities.

- MOBILITY-CENTERED

Cars, bikes, prototypes — curated for their design value.

- CROSS-GENERATIONAL & OPEN

Families, students, directors, and friends.

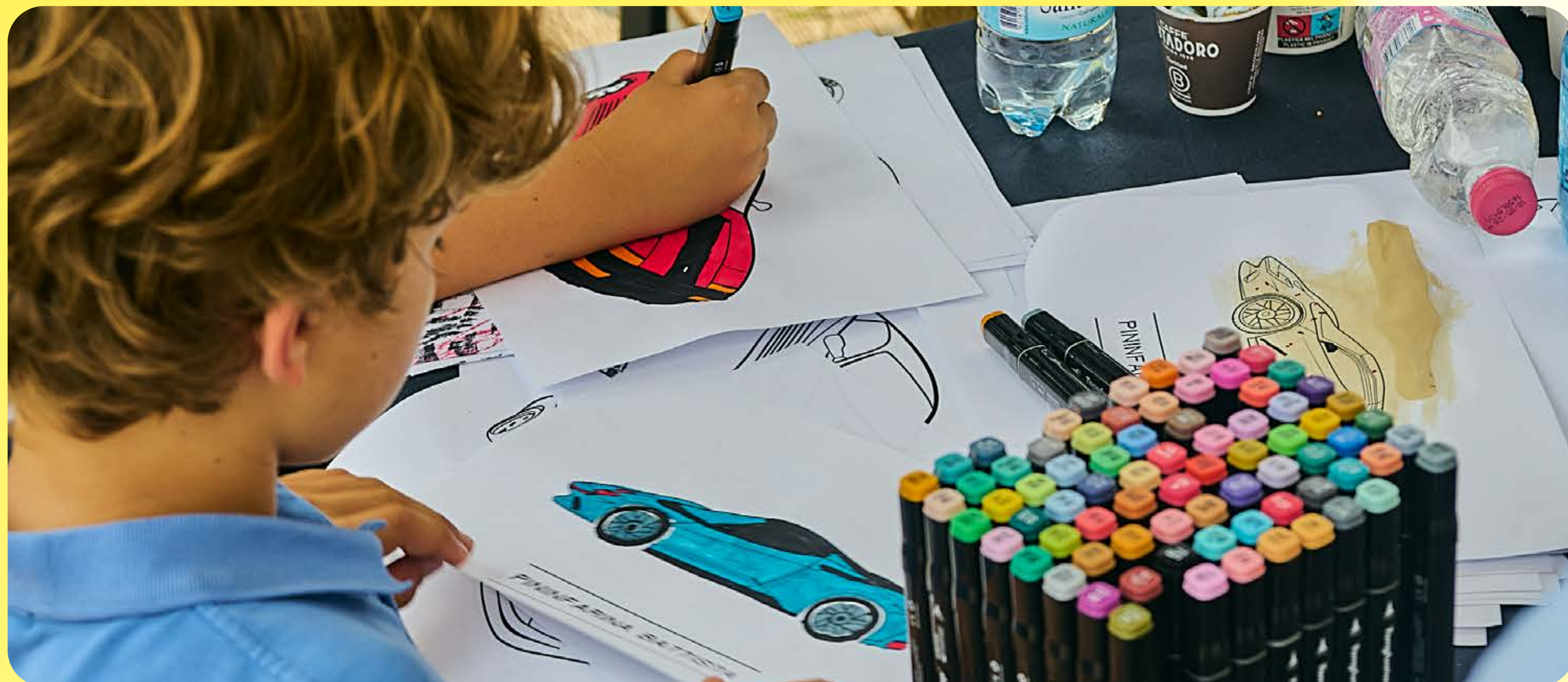
- PROFESSIONAL BUT HUMAN

No stages or spotlights — just real conversations.

- MODULAR & SCALABLE

Same spirit, but adaptable per country or location.

Pistons & Pretzels doesn't franchise, it co-creates.  
Each edition is the result of a shared vision and aligned values.





**PAST  
PARTNERS**

# SHAPING THE AUTOMOTIVE JOURNEY, TOGETHER!

LYNK&CO

V O L V O



RIVIAN



Polestar



*pininfarina*



*and many more...*

*Our partner network has grown steadily over the years, counting among its members some of the most prestigious players in the automotive industry.*

*These past partners remain an integral part of our community, contributing to the ongoing journey and evolution of our projects.*



**OUR  
2026  
VISION**

# OUR GOALS

- ANCHOR EVENTS IN KEY MARKETS

Confirm one major event per year in strategic countries.

- ORGANIC GROWTH THROUGH DESIGN STORYTELLING

Expand the format via co-curation and authentic narratives.

- QUALITY & SUSTAINABILITY

Introduce clear activation models to ensure high standards.

- ENGAGING CONTENT

Enable deeper interaction, not just passive displays.

- CONNECT INDUSTRY LEADERS

Foster collaboration across the automotive ecosystem.

- INSPIRE THE COMMUNITY

Celebrate 10 Years of Konzepthaus with a community-driven approach.

In 2026 we mark a new chapter: we grow and evolve, with the same soul!

# THE 2026 FORMAT

Every edition of Pistons & Pretzels will be a single-day experience featuring:

**1** *PUBLIC ENTRY TICKETS*  
*Available in a regular option, with add-ons*

**2** *DEDICATED REGULAR & DESIGN ZONES*  
*Professionally curated spaces for networking and inspiration*

**3** *INTERACTIVE PROGRAMME & TALKS*  
*Including Design Contests, Sketch Battles, and "Studio Sessions"*

**4** *WORKSHOPS*  
*Intimate sessions for limited audiences*

**5** *MUSIC, FOOD & VISUAL CULTURE*  
*Feel the energy, taste the culture, see the creativity*

**6** *CONTENT DOCUMENTATION*  
*Capturing the best moments to relive the experience*

**7** *BRANDED EXPERIENCES*  
*Curated displays and activations from selected partners*

**8** *POTENTIAL ADD-ONS*  
*Evening extensions or next-day sessions (to be defined together)*

## WE CHAMPION DESIGN AND THE PEOPLE BEHIND IT

Building value through a vibrant, connected community, and celebrating the art of curation and storytelling.

## NEVER A COMPETITION

Always with unwavering professionalism.



# **THE CULTURAL PLATFORM**

"Design As Culture-Driven" *Turin Edition*

# DESIGN AS CULTURE

- Connects culture, education, and industry in a meaningful way.
- Provides experiences for students, young talents, and professionals.
- Highlights Turin's and Italy's heritage in design and automotive culture.
- Serves as a foundation for recurring, institutionally relevant initiatives.

Pistons & Pretzels in Turin is conceived as a design-focused cultural platform, not a fair or traditional automotive show, creating long-term cultural value for the city and region.

# OUR LOCAL PARTNER

To embed Pistons & Pretzels in Turin's creative ecosystem, we collaborate with **Barriera Design District**, a local partner providing territorial knowledge, cultural networks, and credibility. Barriera Design District is a non-profit cultural platform transforming Turin's Barriera neighborhood through design, art, and education, connecting Institutions, universities, and creative professionals.

## URBAN LABORATORY

A space for experimentation and innovation.

## ECOSYSTEM FOR DESIGN, ART, AND CULTURE

Activating local creative potential.

## TERRITORIAL MARKETING AND LOCAL DEVELOPMENT

Promoting the district's identity and opportunities.

## PISTONS & PRETZELS CONTRIBUTION THROUGH THIS PARTNERSHIP:

- Activates spaces and local communities.
- Strengthens the cultural identity of the neighbourhood.
- Generates a positive and inclusive impact on the territory.



# THE CULTURAL VALUE

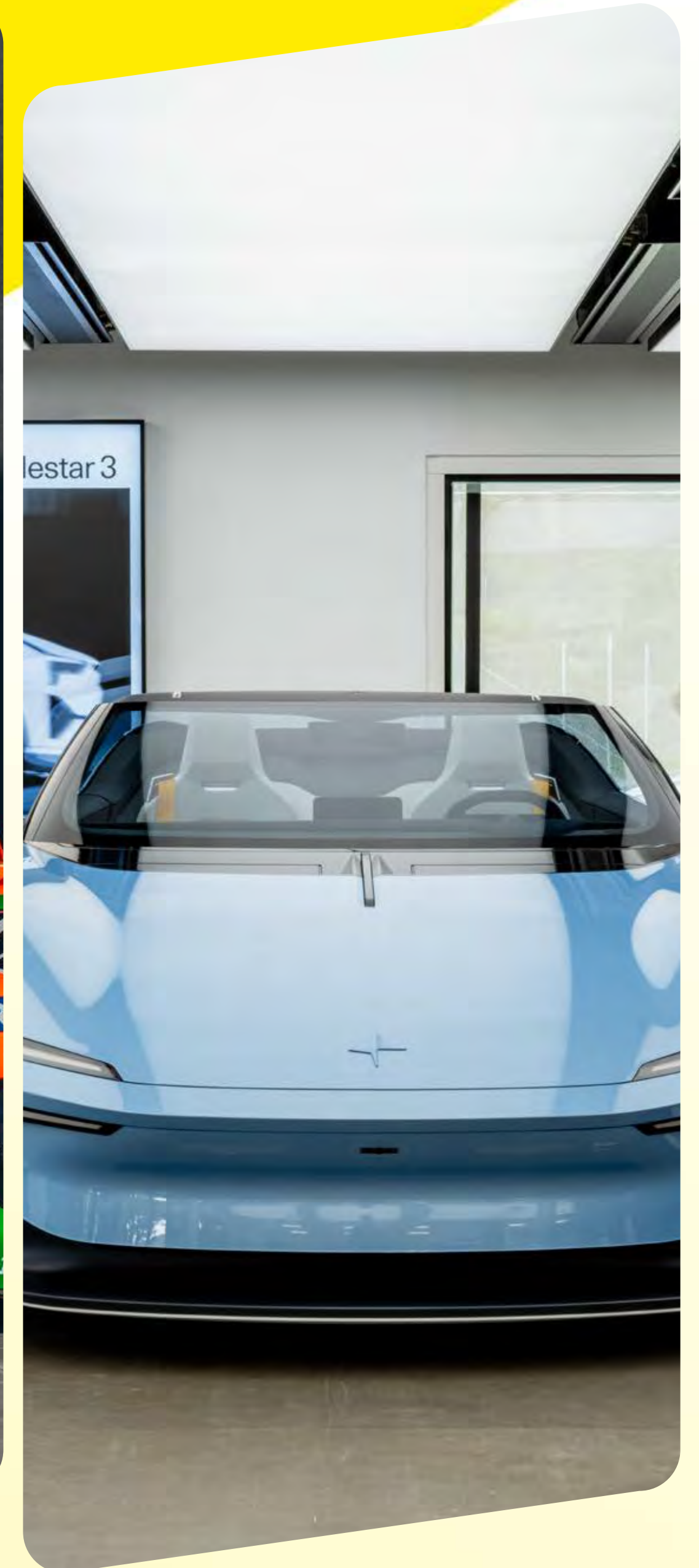
- Delivers value beyond visibility, creating meaningful cultural content.
- Supports education and talent development through workshops and programs.
- Enables networking and exchange between high-level professionals and young talents.
- Strengthens the local cultural ecosystem and positions partners as long-term contributors.

The ambition is to build a fixed, recurring, and culturally relevant event in Turin, engaging institutions, the public bodies, and private partners over the medium-to-long term.

# BECOME OUR PARTNER

## BECOME A KONZEPHTHAUS PARTNER AT PISTONS & PRETZELS!

Whether you are an OEM, a supplier, an independent artist, or a design studio – whatever your background, or your focus in automotive design, **YOU'RE WELCOME TO JOIN!**



# A PLATFORM BUILT FOR DESIGN-LED BRANDS

- A DESIGN-LED AUDIENCE THAT MATTERS

Pistons & Pretzels attracts a highly design-literate mobility community, from students to design directors. Present concepts, vehicles, or ideas where design is understood, discussed, and valued.

- A PLATFORM TO SHOW, NOT SELL

This is not a trade fair. Use Pistons & Pretzels to launch concept cars, showcase prototypes, or share design narratives in an open, non-commercial setting that builds credibility and trust.

- DIRECT ACCESS TO THE DESIGN COMMUNITY

No stages. No barriers. Engage in real conversations with designers, leaders, and future talent — ideal for brand positioning, employer branding, and long-term relationships.

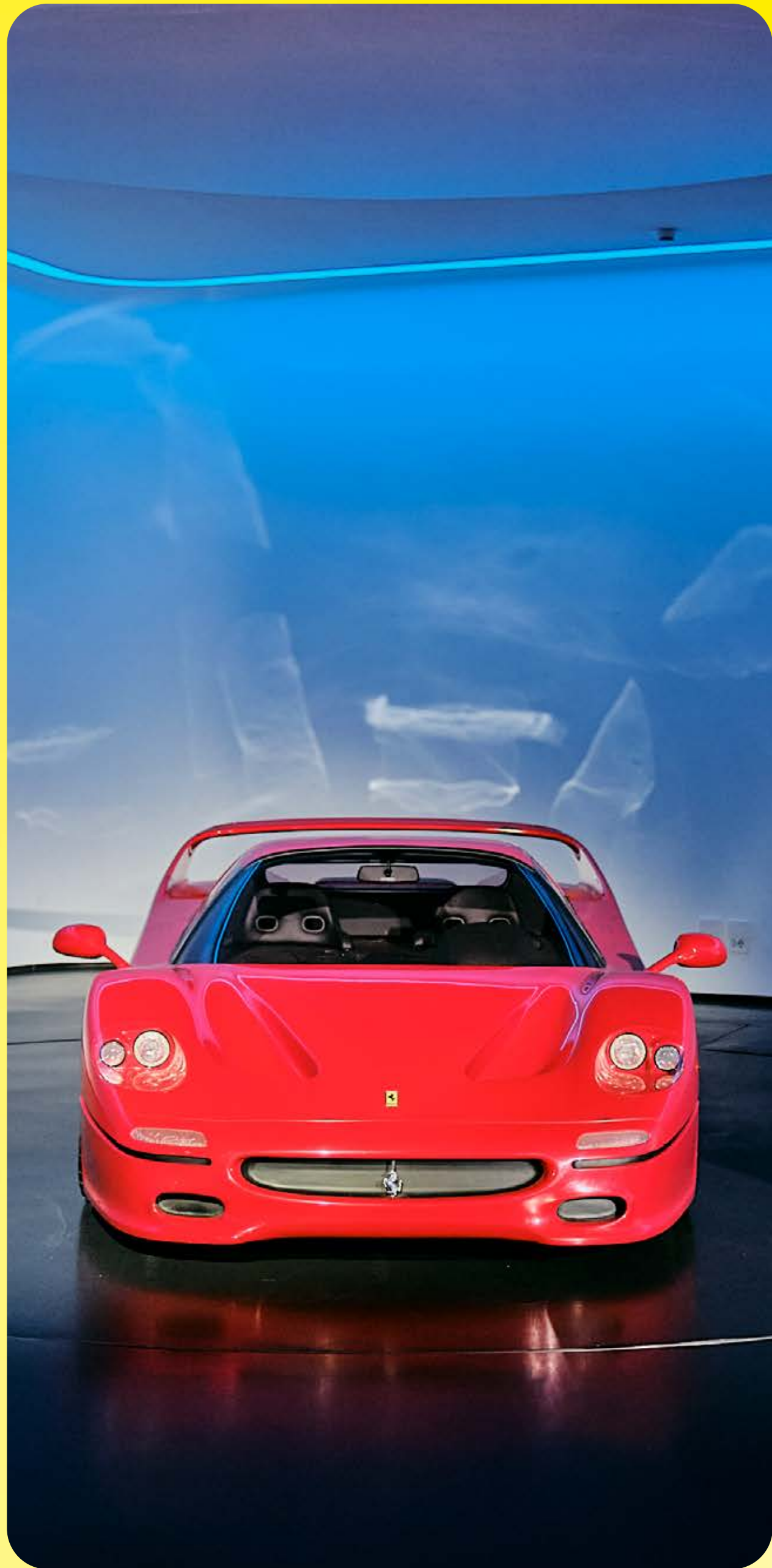
- CURATED MOBILITY EXPERIENCES

Cars, bikes, and prototypes are hand-selected for their design relevance, not volume. Your brand becomes part of a carefully curated design experience, not lost in noise.

- A PROVEN, SCALABLE FORMAT

With successful events across Europe and beyond, Pistons & Pretzels offers a trusted platform that can be activated locally or internationally — always with the same design-first spirit.

Design is more than just objects: it's about experiences, systems, storytelling, and shaping the future of mobility.







**PARTNER  
PACKAGES**

# SELECT THE BEST PACKAGE FOR YOU

## CLASSIC

Ideal for brands showcasing design in an authentic setting.



## ADVANCED

For brands wishing to add thought leadership, stronger visibility, and enhanced storytelling.



## PREMIUM

For brands wishing to shape conversations, host sessions, and create a distinctive brand moment.



### INCLUDED ACROSS ALL PARTNERSHIP LEVELS:

- Basic logistic support for vehicle access, on-site placement, and coordination of set-up and dismantling
- Presence on the official event map (print & digital)
- Partner logo featured on the P&P website
- Selection of professional post-event images

*\*Transport booking and external logistics services not included*

# CLASSIC

## DISPLAY PACKAGE

### DISPLAY EXPERIENCE

- Display Area for up to Two Vehicles
- Indoor or Outdoor Placement Depending on Venue
- Option to Add up to Two Additional Vehicles (add-on)
- Branded Micro-Area Signage
- Logo Branding of Display Area

### COMMUNICATION

- Standard Logo Visibility on Event Materials
- Instagram: 1 Partner Announcement Post
- LinkedIn: 1 Partner Announcement Post
- Inclusion on the Event Webpage (Logo)

### TICKETS

- 4 Pistons & Pretzels Tickets

**REGULAR PACKAGE - EUR 790 excl. VAT**  
**ADDITIONAL VEHICLE - EUR 190 excl. VAT**

# ADVANCED DISPLAY PACKAGE

## ENHANCED EXPERIENCE

- Everything from the Classic Package
- One official Talk in the P&P program (10–15 min + Q&As)
- Priority Selection of Display Area

## COMMUNICATION

- Enhanced Logo Visibility on Event Materials
- Enhanced Visibility on the Event Map
- Instagram: 2 Partner Posts + Story
- LinkedIn: 2 Partner Posts
- Website: Logo + Short Brand Description
- Personalized Instagram Reel (30s)
- Standard Logo Presence on Branded Merchandise

## TICKETS

- 6 Pistons & Pretzels Tickets

**REGULAR PACKAGE - EUR 1,290 excl. VAT**  
**ADDITIONAL VEHICLE - EUR 190 excl. VAT**

# PREMIUM DISPLAY PACKAGE

## PREMIUM EXPERIENCE

- Advanced Package + Two Talks or One 1-Hour Workshop / Studio Session
- Top-Tier Display Location
- Option for Additional Branding

## COMMUNICATION

- Premium Logo Visibility on Event Materials
- Enhanced Visibility on the Event Map
- Instagram: 4 Partner Posts + Stories | LinkedIn: 4 Partner Posts
- Website: Logo + Extended Brand Description
- Newsletter Feature
- Personalized Instagram Reel (30s)
- 1:30 min Video Interview
- Exclusive Online Spotlight Article
- Premium Logo Position on Branded Merchandise

## TICKETS

- 10 Pistons & Pretzels Tickets

**REGULAR PACKAGE - EUR 1,990 excl. VAT**  
**ADDITIONAL VEHICLE - EUR 190 excl. VAT**

# PACKAGE OVERVIEW

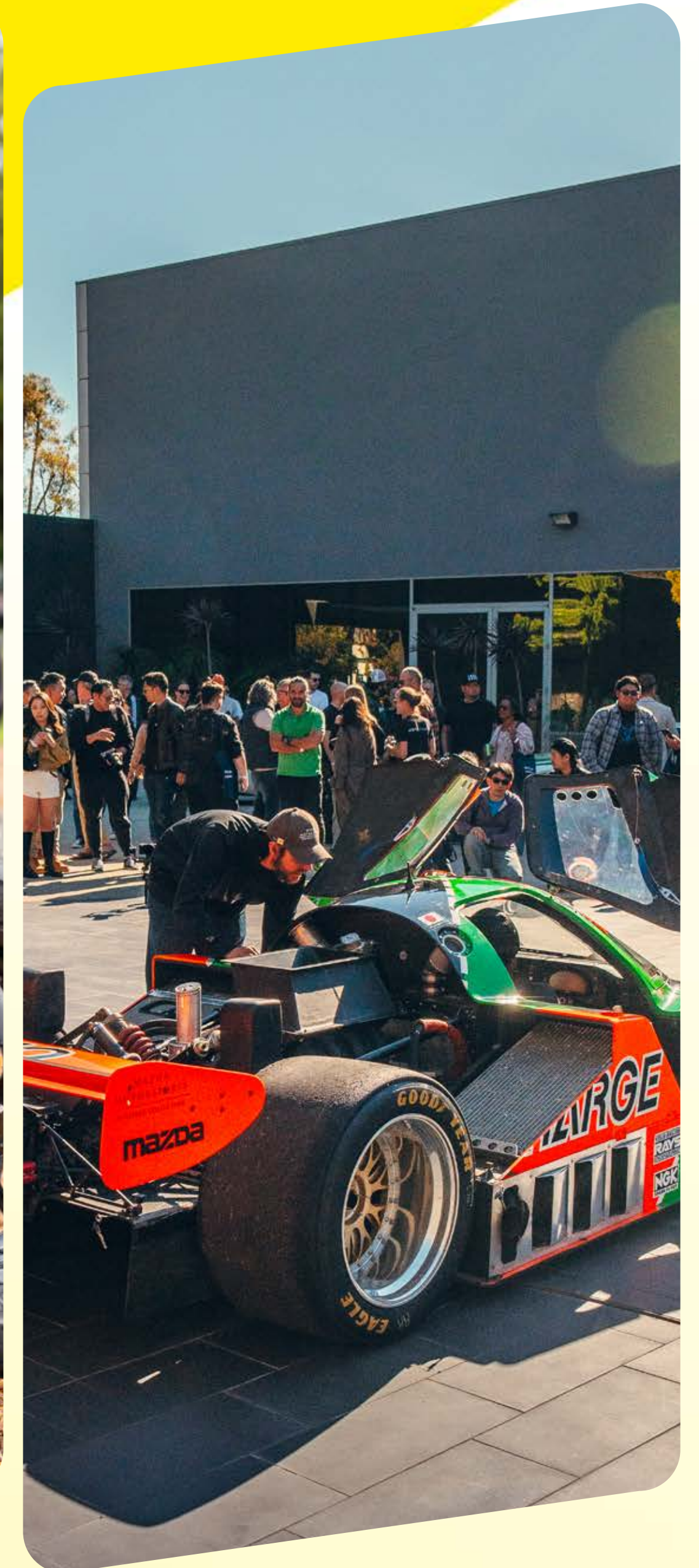
SERVICES	CLASSIC	ADVANCED	PREMIUM
<b>DISPLAY AREA</b>	Up to 2 Vehicles, Indoor/Outdoor	Up to 2 Vehicles + Priority Location	Up to 2 Vehicles + Top-Tier Location + Optional Additional Branding
<b>ADDITIONAL VEHICLES</b>	Up to 2 Add-On (€190 each)	Up to 2 Add-On (€190 each)	Up to 2 Add-On (€190 each)
<b>BRANDED MICRO-AREA SIGNAGE</b>	✓	✓	✓
<b>TALK / SESSIONS</b>	-	1 Official Talk (10–15 min + Q&As)	2 Talks or 1-hour Workshop/Studio Session
<b>LOGO BRANDING</b>	Display Area Logo	Enhanced Visibility on Event Materials + Map	Premium Visibility on Event Materials + Map and Premium Merch Placement
<b>SOCIAL MEDIA COMMUNICATION</b>	Instagram 1 Post + LinkedIn 1 Post	Instagram (2 posts, Story) + LinkedIn 2 Posts	Instagram (4 posts, Stories) + LinkedIn 4 Posts
<b>CONTENT CREATION</b>	Post-Event Images	Post-Event Images + Instagram Reel (30s)	Post-Event Images + Instagram Reel (30s) + 1:30 min Video Interview
<b>WEBSITE</b>	Logo	Logo + Short Brand Description	Logo + Extended Brand Description + Online Spotlight Article
<b>TICKETS</b>	4 Regular Tickets	6 Regular Tickets	10 Regular Tickets
<b>NEWSLETTER FEATURE</b>	-	-	✓
<b>INVESTMENT</b>	€ 790 excl. VAT	€ 1,290 excl. VAT	€ 1,990 excl. VAT

# DO YOU WANT SOMETHING DIFFERENT?

## CUSTOM SPONSORSHIPS & TAILORED BRAND ACTIVATIONS

If you're looking for a customized solution—from unique brand moments and special displays to bespoke content, talks, experiential add-ons, or becoming one of our design contest sponsor, we'd love to build it with you.

**GET IN TOUCH WITH US** to create a tailored package that fits your brand's goals and presence at Pistons & Pretzels.



# DO YOU WANT TO SUPPORT US?

- **Join us** as an **institutional partner to support cultural initiatives** and help the next generation of designers thrive.
- **Engage** with a platform that merges **design, education, and industry**, creating meaningful connections and experiences.
- **Contribute** to a **recurring, sustainable, and high-impact cultural project in Turin** that strengthens the local design ecosystem.
- **Opportunities** for involvement include **sponsoring workshops, supporting events, sharing knowledge, and promoting local design excellence.**



# CONTACT THE TEAM!



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**KONZEPT  
HAUS**