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Ferrari, Juventus, Ducati, Prada: AI WEEK 2026 takes artificial intelligence beyond the tech world

MILAN – Artificial intelligence is no longer a topic for technologists only. It is changing how teams train, how brands design, how music is discovered and how cities are run. With four weeks to go before AI WEEK 2026 (May 19-20, Rho Fair, Milan), the organisers confirm a programme that crosses the borders of the tech industry and puts some of Italy's and Europe's most admired names on the same stages as the global AI leaders.

Where AI meets sport and performance

Speed and strategy will be at the centre of the conversation with Antonio Giovinazzi, Ferrari driver, and Rudi Garcia, Head Coach of the Belgium national football team. Juventus Football Club and Ducati Motor join the programme, showing how data and AI are now part of the competitive edge in sport and in motorsport engineering.

Fashion, finance and the city

Prada Group, Generali and the Comune di Milano are among the Italian institutions and companies taking part, a signal that AI is now a board-level and city-level priority and not an experiment confined to the lab.

Creators, culture and society

Creativity and human impact will have their own space. Max Ciociola, founder and CEO of Musixmatch, Pau Aleikum Garcia, co-founder and director of Domestic Data Streamers, Luana Lavecchia, Head of Government Relations for Italy, Greece, Malta and Cyprus at TikTok, and Silvia Wang, co-founder and CEO of Serenis, will bring the perspective of the people and platforms that sit between technology and everyday life.

More than 500 sessions

The programme counts more than 500 sessions across the stages of Rho Fair, including a two-stage AI Startup Summit for the founders and investors of the next generation of AI companies, the AI Healthcare Summit dedicated to medicine and life sciences, the AI Play Stage and a wide selection of sessions on agentic AI. Whatever the sector or the role, there is a stage for it.

The full agenda is available on aiweek.it.

About AI WEEK

AI WEEK is Europe's largest event dedicated to artificial intelligence. Held every year in Milan, it

brings together executives, founders, researchers, policymakers, investors and AI enthusiasts for two days of content, knowledge and networking on the concrete applications of AI and their impact on business and society.

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