The Sound of Premium: Continental Reimagines Urban Sound at Milan Design Week 2026

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BY CONTINENTAL AG

Continental presents The Sound of Premium at Milan Design Week, showcasing how engineering transforms urban noise into comfort.

- The immersive experience reveals how technologies such as ContiSilent help create quieter, more livable cities.

- Hosted at Milan Design Week from April 20–26, the installation reframes the tire as a key contributor to premium urban mobility.

Hanover, Germany April 21, 2026. At Milan Design Week 2026, Continental presents “The Sound of Premium”, an immersive listening experience that explores how engineering, research and design can actively redefine the sound of urban mobility. Hosted at BASE Milano from April 20 to 26, the installation translates the brand’s premium tire technologies into a multisensory journey where sound becomes the material through which comfort is perceived.

Cities are complex environments shaped by constant movement and noise. In this urban soundscape, even elements that remain largely invisible play a decisive role. Through advanced tire technologies, Continental reduces road noise at its source, improving acoustic comfort and driving stability. “The Sound of Premium” invites visitors to rethink the sound of the city, not as something to be eliminated, but as something that can be engineered, controlled and transformed.

An immersive journey from chaos to quiet

Conceived as a contemporary urban synthesis, the installation unfolds across three distinct phases — chaos, harmony and quiet. At first, the layered sounds of city life intensify, creating tension and disorientation. Gradually, noise dissolves, rhythm softens and balance emerges. The experience culminates in a condition of calm that is not defined by absence, but by precision.

This is not magic. It is engineering,

is the guiding principle behind the project. Continental demonstrates how research, technological expertise and design accuracy turn urban noise into comfort, making the driving experience more stable, insulated and premium.

Making technology tangible

At the heart of the installation are Continental's noise-reducing tire technologies, including ContiSilent and Urban Silent Technology. Designed to actively lower rolling noise, these solutions combine sound-absorbing materials inside the tire with tread patterns optimized for urban speeds. The result is a measurable reduction in noise perceived inside the vehicle, particularly relevant as electric mobility makes tire-road interaction the dominant source of urban traffic sound.

By showcasing a tire as part of the exhibition, Continental elevates it from a purely mechanical component to a design object, a visible expression of years of research and innovation aimed at improving urban well-being.

Sound as a participatory experience

A central element of "The Sound of Premium" is an interactive sound installation composed of 25 touch points, each activating a different sound layer. Visitors are invited to shape their own acoustic environment in real time, creating a personal composition that reflects their rhythm and sensitivity. The experience can be recorded and shared via QR code, extending the dialogue between sound, technology and individual expression beyond the physical space.

Engineering comfort for the cities of tomorrow

As urban mobility evolves and electric vehicles become more widespread, rolling noise has emerged as a key challenge for cities. Continental addresses this shift by applying its expertise where tire and road meet developing solutions that contribute to quieter, more comfortable and more livable urban environments.

With "The Sound of Premium", Continental positions silence not as emptiness, but as a performance feature. The audible result of engineering excellence.

Continental’s “The Sound of Premium” at Milano Design Week 2026

BASE Milano, Via Ambrogio Bergognone da Fossano 34

Business Area Replacement Tires EMEA

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