

Press release

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A new artistic direction and a premium positioning

The European Rooftop Tent Festival and the Outdoor Automotive Show enters a new phase of development in 2026.

After several editions focused on observing real travel and motorized outdoor leisure practices, the festival confirms its move upmarket and strengthens its ambitions, with a strong focus on **artistic direction and the overall quality of the experience**.

New artistic direction

The festival's artistic direction is now led by the agency **Br.creative**, under the direction of **Bruno Donnangricchia**, whose background includes **automotive marketing consulting**.

Bruno has supported brands such as **Škoda, Audi, Porsche** and Hyundai for several years, working on marketing strategy, field activations, drive to store operations and content creation for dealership networks, particularly within national campaigns.

This collaboration allows the festival to deliver a premium, **coherent experience aligned with automotive manufacturer standards**, while creating concrete connections between brands and **the outdoor ecosystem including rooftop tents**, equipment and accessories.


2026 edition: a structuring event

The RTT Festival is now structured around **two levels of engagement**:

a show presence designed to observe and understand real user practices,
or a global partnership combining field activations, editorial content and narrative video scenarios, with direct interactions involving visitors, professionals and CEOs from the sector.

European Rooftop Tent Festival and the Outdoor Automotive Show

 Lac de Madine, Grand Est Region, France

 September 11, 12 and 13, 2026

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