



## VELLO turns to iconic steel manufacturer Columbus: new partnership announced during Milan Design Week



### Austrian Design – Italian Feeling

**Vienna / Milan, April 23, 2026** – VELLO announces its collaboration with the iconic Italian tube manufacturer Columbus Tubi. The partnership was officially presented on April 20, 2026, during Milan Design Week at Design Palazzo Austria in the Brera District, bringing together Austrian design and Italian expertise in steel manufacturing.

VELLO combines functional design with innovation, and a clear vision for urban mobility. A central element of this philosophy is the emphasis on durable materials and timeless frame construction. Steel plays a key role as a robust, repairable material with lasting value and recyclability.

With Columbus Tubi, VELLO gains a partner that embodies this mindset in a unique way. Based in Milan, the company has been developing high-quality steel bicycle tubes since 1919 and is considered one of the leading names in bicycle frame construction. Columbus has set standards in the road bike segment for decades and is known for precision, durable materials, and the highest quality in steel frame manufacturing. To this day, the brand remains a reference point for both classic and modern bicycle frame building.



The partnership between VELLO and Columbus strengthens the European development and production of high-quality bicycles by combining and further advancing established expertise. With the shared guiding idea “Austrian Design – Italian Feeling” both companies underline their commitment to design, quality, and cycling culture.

*“This partnership sharpens our design philosophy. Steel stands out through its performance, durability, repairability, and above all its unmistakable character. With Columbus, we have found a partner who shares this mindset. For us, this collaboration is the logical next step,”* says Valentin Vodev, designer and CEO of VELLO.

*“For more than a century, Columbus has stood for craftsmanship, performance, and the enduring appeal of steel. In VELLO, we see a partner that shares our respect for thoughtful engineering, lasting quality, and the emotional connection riders have with well-made bicycles. We are pleased to begin this collaboration and to see our materials become part of VELLO’s distinct design approach.”* Victor Luis, Chairman Columbus

The partnership will be announced during Milan Design Week at a joint gathering in Milan with designers, journalists, and industry representatives. With this collaboration, VELLO and Columbus make a clear statement for the connection between design, material expertise, and modern product development in Europe.

### **About VELLO**

VELLO is a Vienna-based manufacturer of innovative bicycles for urban mobility. The company combines minimalist design with technical functionality, creating products built for durability, everyday usability, and seamless integration into urban life. VELLO has received numerous awards, including the Red Dot Award: Best of the Best, the Austrian National Design Award, the German Ecodesign Award, the German Design Award, the EUROBIKE Award 2025, and the iF Design Award 2026 for the VELLO SUB e-cargobike.

### **About Columbus Tubi**

Founded in 1919, Columbus is a legendary Italian pioneer in the manufacture of performance steel tubing. Based in Milan, Columbus expanded its production capabilities in its early years to supply material for the tubular frames of airplanes and automobiles. Columbus revolutionized the cycling industry with butted tubing, producing custom, cold-drawn steel tubesets to elite and artisan bicycle frame builders around the world. Over the years, Columbus has developed super-light tube sets for some of cycling’s greatest champions: Coppi, Anquetil, Baldini, Rivière, Bracke, Ritter, Merckx, Moser, Oersted. In the modern era, Columbus has expanded production to stainless steel and titanium tubing and more recently into carbon components completing a comprehensive and award-winning offering across alloys, metal and composite components used all over the world.

More information and photos: [www.vello.bike/columbus](http://www.vello.bike/columbus)



**Press contact**

Valerie Wolff

VELLO GmbH

Reinprechtsdorfer Straße 58–60

1050 Vienna, Austria

Tel. +43 (0)660 5556223

[press@vello.bike](mailto:press@vello.bike)

[www.vello.bike](http://www.vello.bike)

Press area: [vello.bike/en/press](http://vello.bike/en/press)

