

WDC 2026 and Brompton Announce Winning Design for the P Line Special Edition



As part of World Design Capital Frankfurt RheinMain 2026, Brompton and WDC 2026 are creating a special edition of the brand-new P Line. The iconic folding bike frame serves as a mobile design canvas that was reimaged through an open call. From all submissions, a jury selected three winning designs. First place was awarded to Swedish artist Andreas Samuelsson.

Samuelsson is known for his reduced, poetic graphic language. His work has appeared internationally in publications such as The New York Times, Der Spiegel, La Repubblica and Forbes, as well as for brands including Nike, Apple, Volvo, Aesop and Kiehl's.

At the core of his approach are line, shape and form. Starting from the circle as a basic geometric element, he develops clear visual worlds through reduction and concentration, creating imagery that appears simple while remaining open to interpretation.

The winning design will be produced as a limited-edition Special Edition bicycle. All bikes are manufactured at Brompton's factory in London. Production takes place entirely on-site and independently of manufacturing facilities in other regions — "Made in London" as a clear commitment to local craftsmanship, quality and controlled production.

The bikes will be presented for the first time in Frankfurt during Open Design Week Frankfurt RheinMain from 5 June 2026 and will also be exhibited at the Hub during the Museumsuferfest.

Chris Willingham, Chief Marketing Officer at Brompton, comments on the collaboration:

“This partnership embodies all the values that are important to Brompton. We are a company that has been built on innovative design for 51 years. Our mission is to create urban freedom for a happier life.”

He adds about the role of the project:

“We are delighted to be part of an initiative that gives a new generation of designers the opportunity to use our product as a canvas for their ideas. Our long-term brand positioning, ‘Life Unfolded’, is about showcasing the freedom that a Brompton bike enables.”

The collaboration brings together key Brompton values: design, urban mobility and cultural relevance. For Brompton, the partnership with World Design Capital Frankfurt RheinMain 2026 provides the ideal platform to showcase creative perspectives on urban mobility.

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About Brompton Bicycle

Brompton folding bikes are a multimodal mobility solution for people who live and work in cities. Originally developed by Andrew Ritchie in 1970s London, Brompton today offers four product lines, with and without electric assistance: the new (Electric) G Line with 20-inch wheels and disc brakes, the classic steel (Electric) C Line, the lightweight (Electric) P Line, the titanium T Line and the affordable A Line.

All models share Brompton’s iconic three-part folding mechanism, allowing the bike to be folded to one-third of its size in just three steps. Its compact dimensions make it a flexible companion for train travel, public transport, car journeys or even a quick taxi ride in bad weather.

Each year, Brompton hand-builds nearly 100,000 folding bikes in the UK. Manufacturing a Brompton bike produces 6.2 tonnes less CO₂ than manufacturing a car, and 42 folded Bromptons fit into a single car parking space. More than 70% of production is exported and sold through 1,500 specialist retailers across 47 countries. Today, more than one million Bromptons are in use worldwide.

As the UK’s largest bicycle manufacturer, Brompton is also B Corp certified, making it part of a global movement committed to building a more inclusive, equitable and regenerative economy.

Brompton History

A timeline featuring the most important milestones can be found on the following website: www.brompton.com/about-us/history

BROMPTON

Why Brompton?

More information about this iconic bike and its potential to transform lives can be found here:

www.brompton.com/bikes/why-brompton