



FuoriSalone 2026

**MUTTI PRESENTS HOUSE OF POLPA:
TWENTY THOUSAND CANS BECOME CIRCULAR ARCHITECTURE**

- ***The installation celebrates Mutti’s iconic and patented product, which turns 55 this year. At the end of FuoriSalone, it will be dismantled piece by piece by visitors.***
- ***Participation in FuoriSalone 2026 announced as part of the exhibition-event INTERNI MATERIAE***

Milan, April 8, 2026 – Mutti, the Parma-based company and European leader in the processed tomato market, announces its participation in FuoriSalone 2026 with the installation *House of Polpa*. The project has been created as part of *MATERIAE* (April 20–30), the exhibition-event conceived and organized by INTERNI magazine, which opens up to a multiplicity of interpretations and visions, reflecting on the complexity and hybridity of the contemporary world.

Made up of twenty thousand cans of Mutti chopped tomatoes—matching the twenty thousand days of life of the iconic product launched by the company in 1971—and hosted under the Portico Richini in the cloisters of the University of Milan, *House of Polpa* is conceived as a visual manifesto of Mutti’s philosophy. It places raw materials at the center, enhances the supply chain, and concretely demonstrates how the tomato can evolve from a commodity into an expression of care, quality, and sustainability—a shared asset for the community.

“In 1971 we launched our finely chopped tomatoes, and I am proud to see how, even today, 55 years later, our most iconic product continues to inspire projects like House of Polpa, which offers both a literal and symbolic taste of Mutti’s identity,” comments **Francesco Mutti, CEO of Mutti SpA**. *“This project stems from an intuition inspired by a poem by Pablo Neruda, where the tomato is at the center of the world. It is the same for us, and this has given rise to an installation that truly reflects the approach that defines us as a company. We believe the tomato can be much more than an ingredient: we believe it can be a driver for imagining and nourishing the future ahead of us, and House of Polpa is proof of that.”*

Through an immersive experience, the installation helps tell the story of the tomato supply chain—from cultivation to processing and transformation—integrating circular and zero-waste solutions. One example is the flooring developed in collaboration with Mapei, made from resin derived from tomato skins and production by-products, demonstrating how everything that comes from the earth can be transformed into new material. This approach fully reflects Mutti’s commitment to continuous improvement, grounded in research, innovation, and respect for nature and its fruits.

At the end of FuoriSalone, on April 30, the installation will be dismantled piece by piece by visitors, who will be able to take home one of the twenty thousand cans that make it up. Ephemeral by design, *House of Polpa* will complete its exhibition cycle by re-entering circulation, returning to where it was first imagined 55 years ago: people’s homes.

The installation: how design transforms an everyday product into architecture



The self-supporting, vaulted structure of *House of Polpa* extends over 25 meters and is composed of three large cylindrical volumes, connected by a wooden walkway coated with a Mapei resin made from tomato waste and skins. The twenty thousand cans of Mutti Polpa serve as the building blocks of the architecture: joined by small steel elements, they form a construction system designed for easy disassembly. Each can can be removed without compromising structural stability, allowing the architecture to transform through subtraction.

The interior experience is multisensory, designed to engage sight, touch, and smell, evoking the granular texture, deep red color, and aroma of fresh tomatoes.

Every component of the installation is conceived according to circularity principles: the resin reuses production waste, while the metal connectors and the wood of the walkway will be recycled. The result is a sustainable project that makes the entire product lifecycle visible—from field to kitchen—and demonstrates how aesthetics and responsibility can coexist within a single design vision.

Chi siamo

MUTTI SPA - Storica azienda di Parma, è leader in Europa nel mercato dei derivati del pomodoro. È il 1899 quando Marcellino e Callisto Mutti danno avvio alla prima campagna di trasformazione del pomodoro. Da allora, facendo leva sui valori chiave di qualità e tradizione italiana assieme al rispetto per la filiera e il territorio, la famiglia Mutti si dedica esclusivamente al pomodoro 100% italiano, realizzando concentrato, passata e polpa di pomodoro, prodotti che oggi sono apprezzati in tutto il mondo. Il desiderio di innovazione, che fin dalla fondazione è nel DNA dell'azienda, ha portato ad ampliare man mano la gamma con un'ampia offerta di sughi, salse pronte e zuppe. Oggi il Gruppo Mutti, con oltre 125 anni di storia, è presente in 100 Paesi al mondo con un fatturato netto nel 2024 pari a 703 milioni di euro e 728.000 tonnellate di pomodoro trasformate nella campagna del pomodoro 2025. Per quanto riguarda le vendite, i volumi export hanno superato i volumi di vendita italiani a seguito di una crescita a doppia cifra ogni anno. Montechiarugolo (PR) è la sede storica e commerciale del Gruppo che si è man mano ampliato per poter rispondere a tutte le esigenze di gusto. Nello stabilimento di Oliveto Citra (SA) si trasformano invece le specialità tipiche del Sud Italia, come il pomodoro lungo e il ciliegino. Infine, nel novembre 2017 Mutti ha acquistato lo stabilimento CO.PAD.OR di Collecchio, costituendo prima la nuova società Pomodoro 43044 Srl fusa per incorporazione poi a Mutti SpA dal 1° gennaio 2021.

Ufficio stampa Mutti – Contatti

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