

MA **XXI**

joyn!
viaggio nel mondo Nutella®
per i suoi 60 anni

20.12.24
— **20.04.25**

curated by **Chiara Bertini**

joyn!



in a nutshell

From 20 December 2024, MAXXI welcomes **joyn! Un viaggio nel mondo Nutella® per i suoi 60 anni**, curated by **Chiara Bertini** in collaboration with **Ferrero**, an exhibition which retraces the six decades of the world's most famous spread, offering a mix of play and insight in a space for adults and children alike. The exhibition invites visitors to relive memories associated with Nutella®, delve into its most iconic advertising campaigns and appreciate the social impact of an icon that has transcended generations.

voices

Emanuela Bruni, Acting Councillor, MAXXI Foundation: « **joyn! Un viaggio nel mondo Nutella® per i suoi 60 anni** is an interactive experience that speaks to all generations and makes visitors the protagonists of an immersive journey, a project made possible thanks to MAXXI's collaboration with Ferrero ».

Fabrizio Gavelli, General Manager Ferrero Commerciale Italia: «We are deeply honored that a cultural icon and temple of contemporary art like MAXXI reserves a museum space dedicated to Nutella on the occasion of the 60th anniversary of its creation. This exhibition comes at the end of a historic year for Nutella, entirely dedicated to Nutella Lovers, our consumers. Indeed, 2024 saw the launch of successful innovations on the market, welcomed as always with great enthusiasm, such as Nutella Gelato and Nutella Plant-Based, but also Nutella Muffins, Nutella Croissant and the latest, Nutella Donut. Celebrating Nutella, is not only a tribute to an iconic product, but also a journey to the roots of a story of family entrepreneurship, community focus, ingenuity, resilience and constant innovation. We therefore thank the MAXXI Foundation, which, through this exhibition, has been able to conceive an itinerary that offers the public an experience capable of enhancing creativity, design and cultural identity, linked to a product that has conquered the world».

Chiara Bertini, MAXXI curator: «This project was born from a stimulating research work of a vast archive. To narrate an icon with which everyone associates memories, we decided to emphasize the public by inviting them to poetic surprises during the opening and to take some shared time to leave a creative trace in the "Nutella world" to celebrate its 60th anniversary».

tour

The exhibition **joyn! Un viaggio nel mondo Nutella® per i suoi 60 anni** opens with a graphic representation of the place where it all began, even before the 1960s, in the pastry shop where timeless Nutella® was first created. Through a detailed timeline accompanying the exhibition, visitors retrace its history, highlighting key moments in Ferrero's journey. Nutella®'s story starts in 1923, when Pietro Ferrero, aged just 25, opened his first pastry shop in Dogliani (CN). In the 1940s, early experiments with the recipe began, resulting in Pasta Gianduja, a precursor to the spread we know today. Nutella® officially debuted in 1964, with the first jar sold that year.

Showcasing its evolution and major collaborations, the exhibition features various editions of the iconic jars, along with curiosities spanning quotes, films, theatre productions, design objects, and its presence on new media platforms, which have helped Nutella® gain worldwide fame.

Il viaggio nel mondo Nutella® is brought to life through Francesca Gastone's illustrations, including a large central wallpaper dedicated to "brand lovers" of all eras. Highlights include the "*Machine à tartiner*," a sculpture by Henri Gallot-Lavallée that spreads Nutella® with precision, aiming for "the creation of the most beautiful tartine imaginable." The heart of the exhibition lies in its central space, where visitors are immersed in a unique sensory experience: the aroma of Nutella® envelops the room, evoking the factory atmosphere. Visitors can also engage with interactive elements, such as the N-U-TELL-A STORY box and an interactive wall where they can leave personal memories.

talks

The **Education Office** offers a series of workshops for **families** with children aged 6 to 11. Following a fun tour of the exhibition, exploring objects inspired by the legendary spread, adults and children can design their own creative item, such as a spoon for catching raindrops or a jar for preserving happy moments. Sessions are scheduled at 4:30 PM on 6 January, 9 February, 2 March, and 20 April (info available at maxxi.art).

Info e immagini
maxxi.art/area-riservata

Ufficio stampa MAXXI
press@fondazionemaxxi.it +3906324861

Ufficio stampa HF4
press@hf4.it

in collaborazione con

FERRERO®

mobility partner


Gruppo FS