



Officina Profumo-Farmaceutica di Santa Maria Novella signs the olfactory experience of the Italy Pavilion at Expo 2025 in Osaka.

With the historic Pot Pourri fragrance, the Florentine brand guides visitors on a sensory journey into the heart of Italian beauty and culture.

Firenze, June 27, 2025 – A fragrance that spans the centuries to represent the identity of a territory. On the occasion of Expo 2025 in Osaka, Officina Profumo-Farmaceutica di Santa Maria Novella brings its historic Pot Pourri essence into the theater at the heart of the Italy Pavilion, transforming the space into an environment steeped in memory, elegance, and authenticity.

Pot Pourri is among the oldest preparations of the Officina, with records dating back to 1743, when it appeared in the manuscript *Secrets of the Foundry of His Royal Highness* as a “perfume to keep among white linens.” The blend, originally created by the Dominican friars of Santa Maria Novella, combines roses, carnations, cinnamon, and iris roots, harvested seasonally from the Florentine hills and macerated in terracotta jars from Impruneta. Even today, its secret recipe is carefully guarded by the brand and represents a unique olfactory tale of the Tuscan landscape.

Founded in 1221 in Florence, Officina Profumo-Farmaceutica di Santa Maria Novella is the oldest pharmacy in the world, with over 800 years of uninterrupted activity. Its legacy in the art of herbal medicine is deeply intertwined with the history, characters, and social fabric of Florence, in a continuous alchemy of stories and wonders. From the formulas preserved in the manuscripts of the Dominican friars to the fragrances that have stood the test of time, each preparation reflects an ancient knowledge that has managed to renew itself without losing its authenticity—offering, for over eight centuries, a living testimony to Italian craftsmanship around the world.

This vocation for beauty and authenticity is reflected in its participation in Expo 2025 in Osaka, scheduled from April 13 to October 13, 2025, where Italy will be represented by a pavilion that pays tribute to the ingenuity and creativity of our country.

The Italy Pavilion reinterprets the image of the Renaissance Ideal City through a contemporary lens, symbolizing the harmony between human beings and the landscape. With the theme *Art Regenerates Life*, the project tells the story of a dynamic, sensitive, and forward-looking Italy, where art, beauty, and sustainability become tools for renewal and innovation.

The Pavilion has received extraordinary success and public acclaim, ranking first in many satisfaction surveys and drawing long lines of visitors queuing up from early in the morning.

At the heart of the project is a wooden, immersive, and multisensory theater that stages sound, movement, and color—and becomes an olfactory stage thanks to Pot Pourri. This symbolic



and sensory choice envelops visitors in an atmosphere that evokes Italian history, culture, and elegance through a universal language: fragrance.

"Every day, we welcome the Japanese and international public — often after long waits — with an immersive experience that begins in our theater, where the scent of Santa Maria Novella introduces the story of Italy with elegance and authenticity. We are truly pleased to collaborate with a historic Made in Italy brand, well-known and beloved in Japan and across Asia, which best expresses our tradition and lifestyle," said Mario Vattani, Commissioner General for Italy at Expo 2025 Osaka.

"Already present and highly appreciated in Japan and the Asian market, Officina Profumo-Farmaceutica di Santa Maria Novella preserves and passes on a unique history that began over 800 years ago in Florence and is deeply intertwined with Italian history and culture. We are proud to take part in Expo 2025 within the Italy Pavilion, a wonderful space dedicated to art, beauty, and sustainability — qualities that make our country renowned and loved throughout the world," said Giampiero Pesenti, General Director of Officina Profumo-Farmaceutica di Santa Maria Novella.

For further communication

Purple

xx