

PRESS RELEASE

Capolago, 16 June 2021

Fiore di pietra on the summit of Monte Generoso is officially one of the most beautiful MICE locations in Switzerland! This was recognised by the Swiss Location Award 2021 with 9.1 / 9.3 points and awarded it the "Outstanding" seal of approval.

27,923 event organisers, visitors and location fans, together with an independent jury of experts, decided that the building signed by world-famous architect Mario Botta, which has been enthroned on the summit of Monte Generoso since April 2017, is one of the top ten best MICE locations in Switzerland and the most beautiful location in Ticino.

The Swiss Location Award 2021 awarded Fiore di pietra the "Outstanding" seal among 284 locations throughout the country. The choice fell on ideal and inspiring infrastructures and thus optimally suited for meetings, sessions, conferences, workshops and teambuilding and officially belongs to **the most beautiful meeting locations in Switzerland.**

"We are really very proud of this further recognition, which puts Fiore di pietra in the top 10 of infrastructures in the whole of Switzerland," says **Monica Besomi, Head Sales & Marketing of Ferrovia Monte Generoso.** "It is an important and significant sign not only of the beauty and functionality of the structure, but also of the tireless work of the entire team, which has always **focused on the satisfaction of guests, whether they are individuals or companies. Giving them a unique experience** in contact with nature, culture, history and local traditions, and also delighting them by tasting regional food and wine, made with seasonal and high quality products and prepared with the care and attention of the past, **is indeed our main objective.**"

For more information about the award:

<https://www.eventlokale.ch/sla2021-schoenste-meetinglocations>

For pictures: <https://we.tl/t-AC22Df7WkD>

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The Monte Generoso Railway is one of the oldest cogwheel railways in Switzerland and has been owned by Migros since 1941. Its preservation is due solely to the personal commitment of Migros founder Gottlieb Duttweiler. Today, the Migros Culture Percentage supports the cogwheel railway and the "Stone Flower" structure at the summit of Monte Generoso, designed by architect Mario Botta. www.montegeneroso.ch

Migros Culture Percentage is a voluntary commitment of Migros, anchored in its articles of association, dedicated to activities promoting culture, society, education, leisure and the economy. www.migros-culture-percentage.ch/en

