

It's time for a digital detox experience on Monte Generoso!

It's one of the many novelties of the 'green' season proposed by the Ferrovie Monte Generoso, which is totally committed to various sustainable projects, and encourages its guests to plan a **Digital Detox Day** in the nature of Monte Generoso. Rediscovering real life and relationships and exploring the sounds and spaces that are real and not filtered by the screen of your smartphone.

The long lockdown and social distancing would certainly have been very difficult without technology. Smartphones and tablets have saved us from social, professional and school isolation by becoming our most trusted and present companions. But we have really had our fill, doubling our connection times, and now, it is time to take back the reins of our real lives and find the right balance with our virtual ones.

"The new digital society cannot disregard a parallel path based on awareness and responsibility in the use of digital technologies," explains **Alessandro Trivilini, Head of the Forensic Computer Science Service at the Department of Innovative Technologies at SUPSI** (The University of Applied Sciences and Arts of Southern Switzerland) and sensitive to the issue of digital addiction, "which is why there is a time for everything, including discovering whether we are using the smartphone or it is using us. These days we need to 'unplug' and savour the taste of our time".

And it is in this context that the Ferrovie Monte Generoso is launching a new initiative that allows all those who wish to do so, to immerse themselves in the nature of Monte Generoso without electronic devices. At the ticket office of the Capolago train station, **14 Safe Boxes** have been installed to deposit your smartphone and begin the Digital Detox experience, for many the first ever!

The **Digital Detox Day** at Monte Generoso begins with the online booking of your box, but it is really the only digital activity required! Because once you arrive at Capolago train station on the day chosen for your digital break, you board the first train of the day (at 09:25) without your smartphone or tablet, but with a **Digital Detox Kit consisting of memo sticks, a pen, a postcard, a lanyard to which the box key can be tied and a vademecum** that provides brief but sensible indications on what to do on the train or at the top of the mountain, such as relaxing, writing, reading or simply looking out of the window, exploring, walking, photographing (with a camera), meditating, enjoying, conversing, etc. (www.montegeneroso.ch/digitaldetox).

"The initiative aims to give people the physical possibility to disconnect, even if only for a day, from their digital world" emphasises **Monica Besomi, Head of Sales & Marketing at Ferrovie Monte Generoso**, "because it is only when we are finally no longer hyperconnected that we realize how much time we waste on our inseparable smartphones and how important everything and the people around us are! The senses become more



receptive of scents and colours and silence essential, but we have completely forgotten this. The Digital Detox Kit suggests some steps to follow the week after the detox, to change your routine and be more aware", concludes Monica Besomi, "the ideal would be not to be in a hurry to reconnect and to make some adjustments in our digital usage for a lasting effect." It's an experience that everyone can try out: families who want to enjoy time with their *social-addicted* children or parents, managers who need to switch off, friends who compete to see who can resist the longest without a smartphone. But also for those who simply want to regain time for themselves without distractions.

"Only those who have already experienced it fully understand how important it's to take a break from the Internet," continues **Marco Alberti, President of SicuraChiave SA in Lugano**, partner in the project. "Taking care of yourself is important... and how much more beautiful and intense will the experience on Monte Generoso be, free from the permanent connection? We are really enthusiastic about participating in this initiative and guaranteeing that inside our boxes, smartphones will be perfectly safe!"

We also recommend those who want to experience the Digital Detox Day on Monte Generoso to bring a good book to read on the train or in the open air. And, of course, a camera to capture Mario Botta's Fiore di pietra and the breathtaking 1704-metre-high panorama at the top of the Generoso as a souvenir to show off. However, there is still the option of sending the postcard, found in the kit, restoring the romantic custom of writing to your loved ones: '*Al Monte Generoso andai e a te pensai...*' ('*To the Monte Generoso I went and of you I thought...*').

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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