

PRESS RELEASE

Capolago, 15 March 2019

Saturday 6 and Sunday 7 April 2019

All aboard! Trains are leaving once again for the Fiore di pietra at the peak of Monte Generoso, where guests can experience multi-sensory events throughout the weekend!

Following the success of the closing event on 5 and 6 January, which was attended by over 1,200 people, **the new season will open on 6 and 7 April with a great feast for the senses.** The 2019 season offers a rich programme of cultural, artistic, musical, sporting as well as food & wine events, for all tastes and ages.

“To make our tourist destination even more attractive”, as **Lorenz Brügger, director of the Ferrovia Monte Generoso emphasises**, “we have filled up the prestigious Fiore di pietra with plentiful contents and events throughout the whole season. Visitors will be stimulated to come and visit us several times. In fact, thanks to the AlpTransit Gotthard tunnel, Monte Generoso is very easy to **reach by train from anyplace in Switzerland, avoiding summer traffic.** This is a very important added value that complements the 360° view and Mario Botta’s Fiore di pietra.”

On Saturday 6 April the season will start with a touch of magic in the show of Magician Andrea. Young and old will have fun and enjoy magic tricks, a target shooting stall, an inflatable football field and many other attractions. Children will love to walk into giant soap bubbles, eat candy floss or turn into coloured butterflies, fancy fairies, pirates or superheroes with the help of an expert makeup artist.

Sunday 7 April will be dedicated to Ticino arts and music. While the ever-present **Generus Alphorns** will narrate the myths and legends of the Alps with their music, the exhibition “**Nel Fiore e nella Pietra**” (In the Flower and in the Stone) of **Serena Maisto**, a young painter from Ticino, will be opened. **This small but precious collection counts seven pictures**, some of which were painted right on the peak of Generoso, in front of the magic show of the mountains and the beauty of the Fiore di pietra.

“I loved painting these pictures”, asserts the young artist, “because the bright colours blend in with the raw canvas in the same way as the mountain stone creates a continuum with the grey granite from Lodrino which covers Mario Botta’s structure, in a perfect fusion between nature and architecture”.

The exhibition will be open to the public until June 30. On **21 April and 19 May**, from 10 a.m. to 2.30 p.m., **the artist will be present at the Fiore di pietra to meet visitors.**

As well as enjoying a breath-taking 360° view, it will be possible to observe the **Sun, Venus, Mercury** and other stars of important dimensions at the telescope in the astronomic Observatory, with the tireless passion of an expert stargazer to guide you.

Special price for a return trip Capolago-Vetta, valid all day:

Adults: CHF 27.00

Juniors 6-15: CHF 13.50

Children 0-5: free of charge

Daily specials on the opening weekend

Saturday 6 April – Bratwurst and French fries – CHF 12.00

Sunday 7 April – Polenta with braised meat – CHF 15.00 / Polenta and cheese - CHF 12.50 / Polenta and milk CHF 10.00

Some of the most successful promotions of 2018 will be valid, with some changes, until 31 May:

- **People over 60 (CHF 29.00)** from Monday to Friday
- **Families (CHF 54.00 - max. 2 adults and 2 juniors)** from Monday to Friday
- **Business lunch (CHF 59.00 - train trip included)** from Monday to Friday
- **The combined ticket, train trip and daily special (adults CHF 54.00 and juniors 6-15 CHF 34.00) is valid every day**, including the weekend.

We also have new special offers for the 2019 season:

- **A season ticket** which allows visitors to enjoy the cool temperatures at an altitude of 1704 meters and escape the summer heat anytime they wish (**CHF 150.00 if purchased before 15 April**),
- **Free train trip on one's birthday**
- And last but not least every day **until 31 May** it is possible to enjoy a **tandem flight over Ticino with a paraglider** departing from the peak of Monte Generoso (CHF 280.00 instead of CHF 300.00, train trip included) / accompanying adults or juniors (CHF 27.00)

Welcome to the sunny shores of Lake Lugano!

The same weekend of 6 and 7 April, the **Camping Monte Generoso** on the shores of Lake Lugano will reopen its doors for holiday-makers. The campsite is within 5 minutes walking distance from the train station Maroggia-Melano and can easily be reached by train from anyplace in Switzerland. The 20 thousand square meter natural park is surrounded by the lake and the mountains and is an ideal holiday destination for the whole family. Water sports, city sightseeing and cultural events in Lugano, Milan and Como as well as guided hikes and mountain bike tours. Barbecue and events every evening.

www.campingmontegeneroso.ch

News!

You can now sign up for the first edition of the **Generoso Trail, with the partnership of Monte Generoso, on 20 October 2019. 10 km, 1350 meters ascent** for a spectacular **uphill race through unspoilt nature**, which will take you from Mendrisio to the Fiore di pietra and to the peak of Monte Generoso (1704 m.)

CHF 35.00 registration fee for early bookers (before 31 May).

Information at www.generosotrail.ch

Ferrovia Monte Generoso SA

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