

AN ARTISTIC AND SUSTAINABLE JOURNEY TO THE SUMMIT OF MONTE GENEROSO

The Ferrovia Monte Generoso is proud to announce the exhibition "Colori del Ticino" by the artist Alejandra Abad, which will be housed inside the exhibition hall on the ground floor of the Fiore di pietra at the top of Generoso. The exhibition will be accessible to all, free of charge, starting April 28, 2024.

Alejandra Abad, a talented artist from Ticino and with Ecuadorean descent, rediscovered her passion for painting during the pandemic period, finding in the blank canvas a way to express and explore her inner world. Influenced by music and dance, her works are mainly inspired by nature and people and her works have already caught the attention of international art collectors, leading her to exhibit in cities such as New York, Barcelona, Milan, and Zurich.

The exhibition "Colori del Ticino" was born from a desire by the artist to reconnect with his Ticino roots, interpreting the colors and essence of this land through his art. This theme, which is deeply personal, touches a universal chord: the colors of nature and the world around us, a reminder of the beauty that we can find everywhere.

In line with the **theme of sustainability**, a value that **both Alejandra and FMG hold dear**, the artist chose to use old FMG flyers as the basis for her creations, thus embodying a powerful message of rebirth and sustainability. This choice not only aligns the values of the artist and FMG, but also introduces a broader theme on the possibility of creating something new from the old, often forgotten or thrown away.

In recent years, the Ferrovia Monte Generoso has already welcomed seven artists inside the Fiore di pietra. Alejandra Abad is the eighth artist to exhibit and this reaffirms the FMG's commitment under the Migros Cultural Percentage to give visibility to local art projects, emphasizing the importance of inclusivity and cultural accessibility for all.

Chiara Brischetto, FMG Marketing Project Manager, commented, "*We are thrilled to host Alejandra Abad and her exhibition 'Colori del Ticino' at the Fiore di pietra. This exhibition not only celebrates the intrinsic beauty of Ticino and the nature that surrounds us but also highlights the importance of sustainable practices in art and everyday life. It is a perfect example of how culture and sustainability can go hand in hand.*"

The exhibition will be **open to the public from April 28, 2024, with free admission.**

FMG warmly invites schools and the public to visit the exhibition and also offers the opportunity to book guided tours with the artist for an even deeper immersion in his works and creative process.

<https://www.swisstransfer.com/d/d9c4579d-87fa-48f3-9967-3b34619eda0c>



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The Ferrovia Monte Generoso is one of Switzerland's oldest cogwheel railways. It has been owned by Migros since 1941. Its preservation is solely due to the personal commitment of Migros founder Gottlieb Duttweiler. Today, Migros Culture Percentage supports the cogwheel railway and the "Fiore di Pietra" structure at the top of Monte Generoso, which was designed by architect Mario Botta. www.montegeneroso.ch

Migros Culture Percentage is a commitment made by Migros and anchored in its charter that is dedicated to activities promoting culture, society, education, leisure and the economy. www.migros-culture-percentage.ch