

Monte Generoso Railway launches new historical exhibition

“Towards the summit and through time”

A new permanent exhibition tracing more than 130 years of railway history will open to the public on July 10, 2026, at the Fiore di pietra, the iconic summit building atop Monte Generoso. Admission is free, with guided tours available on request.

Bringing 130 years of history to life

The exhibition offers an immersive journey through the story of Ticino's only rack railway, combining historical photographs, original documents, artifacts, postcards, and tickets. It highlights the people who shaped the railway's legacy - from visionary founder **Carlo Pasta** to Migros founder **Gottlieb Duttweiler**, who saved the line in 1941, recognizing its cultural importance as well as its economic value.

“Following years of investment in Monte Generoso, which have also strengthened our sustainability efforts, we felt it was time to tell this story,” said **Carolina Russbach, Head of Marketing, Communication & Digital at FMG**. “It is a story of vision, courage and determination — one that has made Monte Generoso not just a tourist destination, but **a defining part of regional identity.**”

Past meets future

Designed to engage visitors of all ages, the exhibition positions the railway as both a historical landmark and a living symbol of the region. The experience creates a dialogue between past and present, while also **reflecting a strong commitment to sustainability and future-oriented tourism.**



Commitment to sustainable tourism confirmed

The Monte Generoso Railway and its associated facilities - Fiore di pietra, Buffet Bellavista and Camping Monte Generoso - have **renewed their Swisstainable Level III – Leading certification**, the highest distinction awarded by Switzerland Tourism, **valid through June 30, 2029**.

First obtained in 2023 under the international **TourCert “Travel for Tomorrow”** standards, the certification recognizes responsible management across environmental, social, and economic dimensions.

The renewal follows the railway's appointment as a **Swisstainable Ambassador for Ticino in 2025**, underlining a long-term vision of tourism that protects the region's unique character while delivering high-quality, sustainable visitor experiences.

Media contacts & background

Photos available for download: <https://www.swisstransfer.com/d/95040a1f-8a06-4dd0-ad1c-cf2fa2fc464f>

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The Monte Generoso Railway is one of Switzerland's oldest rack railways and has been owned by Migros since 1941. Its preservation is largely due to the personal commitment of Migros founder Gottlieb Duttweiler.

Today, the Migros Cultural Percentage supports the railway, the Fiore di pietra summit building designed by architect Mario Botta, the historic Buffet Bellavista grotto at the intermediate station, and the Camping Monte Generoso on the shores of Lake Lugano.

More information: www.montegeneroso.ch

The Migros Cultural Percentage is a long-standing commitment embedded in Migros' statutes, supporting initiatives in culture, society, education, leisure, and the economy.

More information: www.migros-culture-percentage.ch