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Summary

Ticino. A land or artists.

Welcome to Ticino.

Bellinzona and Upper Ticino.

Lake Maggiore and Valleys.

Lake Lugano Region.

Mendrisiotto Region.

Did you know that in Ticino...

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Ticino. A land of artists.

ticino.ch
Where art and culture meet.
It has been said that good wine comes in small cask, and the same can be said of Ticino. It may be modest in size, but there is nothing modest about the commitment of Switzerland’s most southerly Canton to quality and individuality in a world that increasingly resembles a global village. Whatever the season, visitors will find activities, restaurants and hotels of a high standard.

Culturally Ticino is world famous for its film festivals and especially the open-air Festival del film Locarno in August when the great names of the industry descend on Piazza Grande. At the winter festival in Bellinzona, it’s the turn of young filmmakers to screen their creations. There are even more music festivals, featuring renowned orchestras and soloists and the elite of the glittering world of rock. The sounds of swing, New Orleans and mainstream jazz, ragtime and gospel flood the waterfront at Ascona; blues, pop, soul, rock and world music fill the squares of Lugano, Bellinzona, Locarno and Mendrisio, attracting enthusiasts from all over the world; and classical music fills the concert venues of Lugano. Famous names rub shoulders with promising young talent, for the festivals are seen as a launch pad for artistic careers, in a part of Switzerland where culture permeates so many aspects of life. The Italian influence can be seen in architecture and the works of world-famous Ticinese designers, in the annual international exhibitions that no one can afford to miss. The importance of culture and the appreciation of beauty are evident from the shops of Lugano and Ascona, and from a sense of style that has found expression in striking modern architecture as much as the cool, stone ar-
cades inherited from Ticino’s past or the exquisite gardens created around the lake shores.
Food is a vital part of Ticinese culture, and chefs from the Canton have practised their skills in royal courts. But the region’s history has also been dominated by polenta and cheese, potatoes and black bread, chestnuts and milk—the dishes of the poor which have been taken up and adapted to delight today’s connoisseurs of good ingredients and well-made dishes. Ticino acts as a mediator between Italy with its Mediterranean flavours and Switzerland’s local tastes and traditions. Culture as a lifestyle infuses the offering of Ticino’s hotels, which provide a warm welcome and the chance to escape from the world or play a round of golf in sublime surroundings. The Canton enjoys more days of sunshine than any other part of Switzerland, but the museums and art galleries are open throughout the year and there are 2 UNESCO World Heritage sites: the castles at Bellinzona and Monte San Giorgio. Just as small boxes contain the most precious gems, Ticino is a jewel-like region awaiting your discovery.

ticino.ch
Sasso Corbaro, Montebello and Castelgrande—from the highest to the lowest, these are the 3 Bellinzona castles which have long guarded the approaches to the Saint Gotthard Pass and are dominated only by the splendid mountains on either side. These structures from the Middle Ages are so well preserved that UNESCO has ranked them World Heritage sites.

But the entire region has a wealth of historic architectural treasures, from the austere Romanesque churches of upper Ticino and the imposing Renaissance/baroque façade of the collegiate church of Bellinzona to the astonishing late 15th-century fresco on the rood screen in the nearby Santa Maria delle Grazie. At Giornico the church dedicated to Saint Nicholas is not to be missed; now a national monument, the Church was built in 1210 and is a masterpiece of Romanesque art.

Reminders can be found in the museums of Switzerland’s turbulent history, from the battle of Giornico in 1478 until 1803 when Ticino became part of the Swiss Confederation.
Confederation following Bonaparte’s Mediation. The 5 "Fortini della fame"—forts built to provide work during a potato famine in the 1840s—bear witness to the harshness of rural life, and the Saint Gotthard forts and museum recall the emergencies of the 2 world wars. They contrast with later 19th-century Fort Airolo, its rounded granite blocks with few signs of an aperture resembling some monolith out of a Jules Verne novel.

Bellinzona and Upper Ticino lie on a corridor that has grown in importance over the centuries: once known as the Via delle Gentile (the way of the Gentiles), the route was used by livestock being driven on foot from Airolo to Milan to be sold; today it is one of Europe’s foremost rail and road arteries, linking north and south Europe. Completion of the 57 km AlpTransit rail base tunnel between Pollegio and Erstfeld in about 2017 will bring them even closer.

The long history of tracks to the Alpine passes is rooted in the trading of food and wine, and even today mountain paths lead to dairies producing wonderful cheeses from milk enriched by the high pasture. From May, the restaurants of Leventina Valley, Blenio Valley and Riviera offer traditional and special menus at moderate prices, using local ingredients from artisan producers. So welcome to Bellinzona and Upper Ticino where the influence of the past remains as tangible as the glorious surroundings.

bellinzonaregion.ticino.ch
The painter Jean Arp found inspiration in the vivid colours of lakeside Locarno and spent the last years of his life in the historic town, where his paintings are now on public view. The patrician houses above the characteristic arcades are reminders of the wealth of times gone by. The town is dominated and protected by the sanctuary of the Madonna del Sasso, a Franciscan monastery reached by funicular. It offers a splendid view of Lake Maggiore. The heart of the town is the vast expanse of Piazza Grande, which swallows thousands of film buffs during the Film Festival, its open-air screenings made possible by the mild climate. Free from traffic during the day, the cobbled space is bright with cafés and restaurants. The castle of the Viscontis is today home to a museum which has a wonderful collection of medieval glassware as well as Bronze Age and Roman items found in the Locarno area. Nowhere is the Mediterranean character of the region more evident than the shoreline and islands of Lake Maggiore, which stretches for 66 km south into Italy. Boat services call at 36
places around the lake, notably the Brissago Islands and the famous botanical garden. Shoppers alight at Ascona where some of the finest galleries, antique shops and boutiques in Ticino are to be found among narrow alleys that lead off the waterfront. Here too are some of the best hotels in Switzerland, which have received numerous awards for their cuisine, ambience and the excellence of their facilities. A visit to the Locarno area reveals a reassuring commitment to high standards in fostering sustainable tourism: an example is the Segway, an entertaining electric-powered platform on 2 wheels with a handlebar. This distinctly eco-chic form of transport perfectly complements the region’s ambitions; it already encourages the use of electric-powered velocycles, or E-Bikes, for those who want to pedal without too much effort and avoid causing pollution.

They can be used to head off into the green valleys away from the lake; alternatively the ever-reliable PostBus network can take you between snow-covered peaks to find secluded restaurants—or “grottos” as they are known in Ticino—where local produce is used in traditional dishes. These simple restaurants can sometimes be found in quiet tree-shaded gardens where rushing water in a nearby stream or wind in the branches is about as loud as it gets. Some visitors go to see traditional stone grinding in the Maggia Valley, visit the places in the Verzasca Valley where salami and cheeses are made or sample the wines at producers between Tenero and Gudo. Life in Ticino can sometimes seem agreeably timeless.

lakemaggiore.ticino.ch
Many say that Lugano is a perfect example of what an urban centre should be: small but functional, and combining a strong sense of its heritage with a progressive outlook. The work/life balance is helped by the fantastic opportunities for leisure throughout the region – and throughout the year, for the mild climate means that the Ticinese never stop.

It takes only minutes to walk or cycle from the town centre to find parks and peace and quiet. In Malcantone, there are some of the most glorious walks in all Ticino, where it is easy to walk for hours without meeting anyone on the path. The name derives from mills and gives a clue to the region’s past; its history lies in the ruins of mines, mills and smithies commonly found along the 300 km of paths that thread the forests.

This area has always been appreciated for the quality of its architectural heritage and culture, straddling ancient and modern. It is a pleasure to discover the beauty of its landscapes by walking in the Colla Valley, in Capriasca, on Monte Brè or on San Sal-
vatore, where it is easy to leave the stress of life behind as you gaze over the magical lake. But there are plenty of cultural events to keep you in Lugano, however beautiful its surroundings. From mid-June to the end of August, the lakeside is given back to people by banning cars on Friday and Saturday evenings, so that the city can come alive with concerts, plays and dance performances, film screenings, fun activities for children and much more. During the eleven weekends there are 170 events – many of them free – at various locations which can be reached by a delightful walk beside the lake. Some of the great concerts are performed in churches and public halls in and around Lugano. All concerts are free.

On July Lugano Estival Jazz draws fans from all over Switzerland and the world for the Canton’s premier music event, set in the heart of Lugano, in the beautiful 19th-century Piazza della Riforma. The open-air setting has featured such legendary musicians as Miles Davis, Dizzy Gillespie, Keith Jarrett, Ray Charles, Herbie Hancock, BB King and Wynton Marsalis.

In late August it’s the turn of Blues and Bop to fill the air with more than 40 hours of free, live music on four different stages, with gospel music finding a slot on Sunday afternoon. With autumn, Lugano showcases its food producers in the pedestrianised streets, celebrating Ticinese gastronomic delights and its wines, accompanied by music and street entertainment.

lakelugano.ticino.ch
The Italian influence in Switzerland is never more strongly felt than in the festivals and cultural events of Mendrisiotto. As you would expect, many are rooted in food and wine, but the region has also become famous for the quality of its music festivals. The year starts with the fabulous Nebiopoli Carnival in Chiasso, the beginning of six days of music and fun in mid-February and the most important carnival in the region. The keys to the town are handed over to the ‘Prime Minister’ in a ceremony that creates the Free Nebiopoli Republic, followed by a Guggenmusik concert – largely brass instruments playing music for a carnival marching band. The peak of the celebrations is Shrove Tuesday’s masked parade, featuring large numbers of floats, groups, bands and more Guggenmusik.

Before Easter the events of the Passion are performed by young people in Coldrerio in an open-air theatre setting, complemented by music. It has become a major annual event in the region’s calendar.
A complete contrast is the Palio di Mendrisio, or Mendrisio Mule Race, held in May in the grounds of the former Servite Order convent at the gates of medieval Mendrisio. The five neighbourhoods of Mendrisio compete for victory, but the event is a good excuse for consuming local specialities and wine.

At the end of May over 30 wineries throughout Ticino open their cellars for tasting their vintages, accompanied by cheeses, cold meats and music. Beside the local Merlots, you can try dessert wines and the pressings of ancient, rediscovered vines.

In June trains to the Mendrisiotto take music lovers to the region’s two famous festivals: in the middle of the month Festate in Chiasso focuses on a country which is experiencing social or political difficulties, with concerts, films, debates and a ‘market’ of organisations working in or for the country. But the largest event is Estival Jazz at the end of June, when internationally renowned performers give free concerts in the striking modern setting of Mario Botta’s Piazzale alla Valle in Mendrisio.

Mendrisio is also the venue for late September’s Wine Festival when the town’s courtyards and streets are full of stalls enabling you to taste delicious local dishes or sample good wines. Producers sell all manner of natural things, from roast chestnuts to incense, from cheese made in the Muggio Valley to oriental fragrances.
Ticino. Great shopping.

ticino.ch

160 stores, 250 international brands and 1,200 free parking spaces. Open 7 days a week, from 11:00 a.m. to 7:00 p.m.
Did you know that in Ticino...

- you can soak up 2,302 hours of sun every year? It’s one of Switzerland’s sunniest regions!

- clouds are not welcome? The maximum cloud formation in Lugano is 43%, compared to 65% in Milan!

- lake shores extend over 160 km? You decide where to dive into the lake!

- you can always keep fit? There are no less than 3,600 km of hiking trails and 737 km of cycling paths!

- there are no less than 2 sites registered in the UNESCO World Heritage? These refer to the Bellinzona Castles and Mount San Giorgio!

- you can make your own cheese using milk from the Ticino Alps and have it delivered directly to your door once it has matured? At the Caseificio del Gottardo Airolo dairy, in Valle Leventina!

- the famous writer Hermann Hesse resided for many years in the museum dedicated to him which is now one of the most popular in Ticino? You can visit it in Montagnola, just a few minutes away from the centre of Lugano!

- the third most important financial market in Switzerland is found here? Located in Lugano, nicknamed the ‘little Rio de Janeiro’ thanks to its Mount San Salvatore that is reminiscent of the famous ‘Sugar Loaf Mountain’!

- you can find the town that boasts the mildest climate in Switzerland? That very attractive and sunny town is Locarno!

- you can visit all Switzerland in less than 2 hours? At the Swissminiatur in Melide!

- you can find AlpTransit, the world’s largest construction site? Here you can receive all the information on the new Gotthard tunnel at the Pollegio Information Centre: this is the longest tunnel in the world and is 57 km long!

- you can suffer from vertigo? The Ritom cable railway is one of the steepest in the world with a maximum gradient of 87.8%!

- Lake Cadagno is actually made up of 2 lakes on top of the other? It contains 2 different types of water which never mix!

- you can also speak German? In the Walser village in Bosco Gurin, the highest village in Ticino, situated at 1,506 m!

- you can play the part of James Bond? Practice bungee jumping from the Verzasca dam, where the famous Goldeneye 007 film was set! You can jump off from a height of 220 m: the highest bungee jump in the world!

- Lugano-Agno airport is the fourth most important in Switzerland, but also the quickest? You can check-in just 20 minutes before your flight!

- it’s easy and economical to travel on public transport and the ski lifts? Just purchase the Ticino Discovery Card!

- you can visit the San Gottardo Museum, the highest in Switzerland? At 2,088 metres above sea level!

- there are over 130 Alpine lakes? Don’t forget your swimming costume and fishing rod!

- you can stay at the best camping site in Switzerland? In fact, various European guides have assessed the Campofelice camping site at Tenero as being the best!

- you can go shopping in one of the best outlet centres in the world? Forbes included FoxTown in Mendrisio in its international top ten for factory outlet centres in the world!
Ticino’s past and present are characterised by a cultural and artistic life which has had an impact on Europe and the wider world. Ticino hosted some of the most famous European cultural celebrities during the 19th and 20th centuries. This wave of intellectual vitality contributed to Ticino’s cultural scene, leaving legacies which are still significant today: Monte Verità above Ascona became a melting pot of ideas when it became home to an extraordinary co-operative that included such disparate personalities as the anarchist Prince Kropotkin, painters Hans Arp and Paul Klee, the writer James Joyce, and above all Hermann Hesse, who moved to Montagnola in 1919, where he wrote some of the books that made him famous throughout the world.

It was in architecture that Ticino made a name for itself well beyond the cantonal borders, following the Second World War. In the past Ticino had successfully exported the genius of its designers, sculptors and craftsmen to major European capitals, including such outstanding figures as Domenico Trezzini and Francesco Borromini who was born at Bissone on Lake Lugano and is regarded as the most original of Roman High Baroque architects. Trezzini was born at Astano near Lugano and made a major contribution to Peter the Great’s new capital of Saint Petersburg.

Today, modern architecture has made Ticino a centre of major interest for avant-garde and innovative art, practised by Aurelio Galfetti, Luigi Snozzi, Livio Vacchini and, most notably, Mario
Botta. Unlike their predecessors, today’s Ticinese architects have put their stamp on the Canton itself: Galfetti in revitalising the fortress of Castelgrande; Snozzi’s restructuring of Monte Carasso’s Monastery; Vacchini’s columnar gymnasium at Losone; and Botta’s chapel Santa Maria degli Angeli at Monte Tamara, Mogno’s church San Giovanni Battista and the administrative centre for Swisscom in Bellinzona.

Ticino is also internationally regarded for art and the performing arts: for example, Harald Szeemann, the extrovert curator who embraces new artistic currents, and Daniele Finzi Pasca, actor, choreographer and theatrical director, who designed the closing ceremony for the 2006 Turin Olympics.

In theatre, Ticino has a pearl of originality in the Theatre School founded by the great clown Dimitri, which became the Higher School of Movement Theatre in 2004. Dimitri’s theatre is growing and continuously evolving, receiving such acclaim that it took to the stage on Broadway in 2009.
Monte Verità.

Ascona

The history of Monte Verità reflects Europe’s cultural, intellectual, philosophical and artistic image in the 20th century and the exceptional personalities who resided there. A century long story that can still be read today inside the walls of the Bauhaus buildings, where artistic collections and historical records skilfully collected by the great Harald Szeemann are woven together and create an atmosphere that, over the years, has attracted numerous outstanding intellectual celebrities to this hillside.

Visconteo Castle.

Locarno

Located right in the heart of Locarno, just a short distance away from Piazza Grande, Visconteo castle is a magnificent example of a Renaissance fortress. Its oldest parts date back to the 14th century and the great Leonardo is believed to have contributed to their design. The frescoed walls, the courtyard with portico and the sumptuous rooms bear witness to the region’s great past and its wonderful art. The castle now houses an archaeological museum, renowned for its collection of Roman glassware.

The 3 UNESCO castles.

Bellinzona

Yesterday an boundary of the Alps, today, part of the world heritage, the 3 Bellinzona castles are among the most wonderful vestiges of fortified mediaeval architecture within the Alpine region. These monumental gems continue to cause amazement, thanks to their crenellated walls, the towers and the front gates. A majestic and not to be missed historical record.

Sculpture school.

Peccia

An unusual academy, open to all aspiring sculptors and immersed in the sublime nature of the Lavizzara Valley, where you will find the ideal conditions to immerse yourselves in the world of figurative arts. The offer of sculpting materials ranges from marble, to wood, to metal and is enriched by drawing, modelling courses and by seminars on the history of art organised by artists of various tendencies, originating from Switzerland and from abroad.
The theatrical world of the clown named Dimitri.

Verscio

Theatre, school and museum: 3 major projects which have become a reality thanks to the clown known throughout the world for his art, for his unique smile, able to capture and to entertain thousands of spectators encountered during a lifetime career. A life dedicated entirely to the theatre that Ticino has welcomed and that Dimitri repays each year with performances, exhibitions and his teaching.

Lugano in Scena.

Lugano

The Lugano theatre season offers a range of prestigious traditional and modern plays, while also showcasing new discoveries involving dance, music and unique performances. From October to May, there are entertainment opportunities to suit all tastes.

USI – University of Italian-speaking Switzerland.

Lugano

The USI is the most recent of the 12 Swiss public Universities: the University was founded in 1996 and became established immediately in the national and international academic scenario. The USI offers students and research workers originating from 40 countries an international studying environment that is developing continuously both in education and research areas.

Academy of architecture.

Mendrisio

The Academy of architecture was founded by Mario Botta, the world-famous Ticino architect, and is much more than a place of education: the Academy includes facilities for cultural comparison and sharing. The University courses proposed, the numerous exhibitions of contemporary art and architecture and the debates with important speakers enliven Mendrisio throughout the year.
For centuries before Ticino became part of Switzerland, the region was a subject of constant territorial dispute, so it is appropriate that one of the Canton’s 2 world heritage sites should be the 3 castles standing at the throat of the valley leading to the Saint Gotthard Pass. They are considered to be among the most admirable examples of fortified architecture dating from the Middle Ages in the Alpine region. These fortifications continue to arouse wonder, even today, either decorated with medieval banners for a parade or in the silence of the night, their crenellated walls and slender towers eerily floodlit.

The oldest fully preserved Christian monument in Switzerland is to be found further south, at the far end of Lake Lugano. The Baptistery of Riva San Vitale dates from about 5th-century and still has a number of original architectural features, enhanced by magnificent 12th-century frescoes. The Romanesque style embellishes a whole series of sacred buildings throughout the Canton, notably some Leventina churches.
It is also worth visiting the imposing Visconti castle in Locarno, the oldest parts of which date back to the 15th century with fine Renaissance rooms. From the Romanesque to the Baroque, Ticino offers theme-based itineraries which wind their way through the Canton, to fascinating churches in urban centres or immersed in wooded valleys. A PostBus journey up the Verzasca Valley takes you to Bivio where a track leads to the national landmark of Corippo, consisting entirely of restored peasant-farmer dwellings. Further up the valley is the Lavertezzo double-arched bridge across the river, a masterpiece of civil architecture. One of the loveliest of Alpine valleys is Bavona Valley, whose villages date back a millennium and still have some unspoilt houses without electricity. In total contrast, a route leads up Lavizzara Valley to Mogno where the church of San Giovanni Battista was built in 1994-6 by the distinguished Ticinese architect Mario Botta, using alternate bands of grey Riveo granite and white Peccia marble.

With such a wealth of architectural tradition, it is no wonder that in 1996 the Academy of Architecture was established at Mendrisio, where the architects of tomorrow are trained and inspired.

architecture.ticino.ch
The San Nicolao church.

**Giornico**

Appearances can sometimes be deceptive: in fact, the most important Romanic monument in Ticino is a small mountain church. The frescoes and the capitals of San Nicolao in Giornico will capture your attention, thanks to their fascinating aspect. But that is not all: the Romanic style glitters throughout the Ticino, from the churches on the mountain slopes down to the plain of the Mendrisio district: vestiges of rare beauty are to be found everywhere.

The Sant'Ambrogio Vecchio church.

**Negrentino**

This small church is immersed in the natural setting of the Blenio Valley, in an isolated and panoramic position, and contains Romanic frescoes which date back to the 11th century and late Gothic frescoes of indescribable quality, style and beauty. A visit is equivalent to stepping back into the region’s Middle Ages. An unforgettable experience for art lovers and for those who are merely inquisitive.

Sacro Monte Brissago.

**Brissago**

The complex is formed of the Santuario dell’Addolorata church and the Stations of the Cross, set in a wild and beautiful wooden landscape. Built in the Baroque style, its fascinating interiors feature Roccoco frescoes and stuccowork. A little farther on is the Cappella del Calvario chapel with three wooden crucifixes. The complex was restored by Luigi Snozzi between the 1970s and the year 2000.

Madonna del Sasso.

**Orselina**

This is the most famous pilgrimage site in Ticino, situated on a panoramic rocky outcrop that dominates the city of Locarno and offers breathtaking views over Lake Maggiore. The recently restored Santuario dell’Assunta church, the Stations of the Cross and the monastery, which also houses a small museum, make the Madonna del Sasso a place where spirituality and art become one in a truly enchanting setting. If you are lucky enough, you will be able to talk to one of the Capuchin brothers.
The Santa Maria degli Angioli church.

Lugano
You only need to walk along Lugano’s lake front to admire the most important Renaissance fresco in Switzerland. The church dedicated to Saint Mary of the Angels is to be found right there, a short distance from Piazza Riforma. The impressive fresco of the Crucifixion, a work by Bernardino Luini, who was a pupil of the great Leonardo, will greet you inside the church: you will be left amazed.

The Santa Maria degli Angeli chapel.

Monte Tammaro
This modern and quaint chapel was built between 1990 and 1996 based on a design by the famous Ticino architect Mario Botta, and blends in harmony with the mountain slope. A long stone path will enable you to reach the chapel and admire a breathtaking panorama. The modern church in Mogno in the Lavizzara Valley is equally fascinating and is also the work of Mario Botta.

The San Giovanni baptistery.

Riva San Vitale
This is the oldest, fully preserved Christian monument in Switzerland. The Baptistery in Riva San Vitale was built in the 5th century, and today, still has a number of original architectural forms of rare beauty, a record of early Christian art. In addition, the internal walls are decorated with magnificent Romanic frescoes dating back to the 12th century. A visit not to be missed for enthusiasts and curious passers-by.

Mario Botta.

Ticino
Buildings with unusual and curious shapes appear here and there in the Ticino landscape, blending in with nature or with the surrounding urban context. These represent the works of Mario Botta, the Ticino architect who is famous both in his home country and throughout the world for his unique style. Museums, churches, houses and mansion houses bear his signature everywhere: gems by a well-known designer which are all to be discovered.
Museums.

From the large outdoor sculpture to the small archaeological find kept inside a glass showcase; from the dusty fascination of a Roman-period seal or costumes from centuries past, to the asceticism of Giacometti’s shapes—these are a few of the objects that can be found in Ticino’s museums. Its museums punch far above their weight in temporary exhibitions which attracted hundreds of thousands of visitors from all over the world. The Canton has its unexpected curiosities that make travel such a pleasure—such as the ethnographic collection housed in the lakeside Villa Heleneum—a copy of the Petit Trianon at Versailles. Every one of Ticino’s seventy-odd museums can offer such surprises. From Airolo to Chiasso there are so many varied museums that everyone will find something matching their interests. Certainly the highest and for some the top museum is the National Saint Gotthard Museum which vividly portrays the history of the pass and the hard life of those who provided transport. Its place in the Swiss psyche is illustrated by the dramatic painting of the Saint Gotthard Mail Coach by Rudolf Koller being voted the country’s most popular painting. The Locarno civic and archaeological museum has on display medicinal plants from times gone by. The art gallery in Villa dei Cedri in Bellinzona hosts an important collection of symbolist and realist painters of the Swiss/Lombardy area. The House of Cavalier Pellanda in Biasca, dating back to 1586, exhibits the works of local contemporary artists each year. The Blenio Museum, in the old administrative building in Lottigna, has significant ethnographic and ecclesiastic collections.
The Vela Museum in Ligornetto is the old villa-atelier of the internationally famous sculptor Vincenzo Vela, and also displays a collection of 19th-century paintings. The 19th-century building, enhanced by the restoration work by Mario Botta, exhibits a rich art collection dominated by the works of Ticino’s master architect. The Museo Cantonale d’Arte in Lugano stands out for its famous works of modern and contemporary art.

The Hermann Hesse Museum in Montagnola contains memorabilia, written pages, drawings and paintings by the important German writer and painter. “Old” Leventina is re-lived at Giornico through working tools, personal objects, religious findings and manuscripts found in the area that witnessed the famous battle on 28 December 1478 when a Swiss force of just 600 defeated a Milanese army of 10,000. The museum itself is an old inn decorated with exterior paintings of 1589 and the heraldic emblems of famous guests.

There are special theme-based museums for those who are in search of single subjects of every kind: from the chocolate museum in Caslano to the customs museum in Gandria, from the wine museum in Tenero to the coffee museum in Balerna. It is impossible to mention them all; let yourself to be surprised at every corner of the Canton: from the smallest to the biggest, there is a museum for you.

museums.ticino.ch
Villa dei Cedri.  
Bellinzona  
A significant collection of symbolist and realist painters is exhibited in Villa dei Cedri, a short distance from the magnificent mediaeval church dedicated to Saint Biagio. In addition, temporary exhibitions of photography, contemporary art and local artists can be admired here. The museum is surrounded by a park and by a vineyard and is a quiet and peaceful site, ideal for the artistic contemplation of the works on display.

Sasso San Gottardo.  
Saint Gotthard Pass  
This themed exhibition encompasses impressive rocky caverns and tunnels carved out of the heart of the mountain, focusing on the challenges of managing our resources. In Airolo you can also visit the Museo Nazionale del San Gottardo at 2090 metres above sea level; the highest museum in Switzerland.

Municipal Museum of Modern Art.  
Ascona  
The ideal location in which to review 20th century art and its links with Ticino. In fact, the museum was established thanks to the initiative of the painter, Marianne Werefkin and the painter, Ernst Kempter who extend the collections, thanks to their exhibitions and contacts with other painters. Today, these contemporary works are waiting for your visit to this museum situated in the heart of Ascona.

LAC, Lugano Arte e Cultura.  
Lugano  
Lugano Arte e Cultura is a new cultural centre for the city of Lugano, which aims to channel and promote the culture and art of the city and the region, establishing it on a European level. Due to open in 2015, the LAC will have a 1000-seat theatre and concert hall and a museum, which will bring together the Museo Cantonale d’Arte and the Museo d’Arte.
Following in the tracks of Hermann Hesse.

**Montagnola**
Discovering the figure of Hermann Hesse through his writings, his drawings and his paintings preserved in the splendid house in Montagnola. An intimate environment in which to appreciate the work of one of the greatest writers of the 20th century. In addition, a fascinating route with an audio guide winds its way through the village, following in the tracks of Hermann Hesse and the places he visited.

**Muggio Valley Ethnographic Museum.**

**Cabbio**
The elegant Casa Cantoni in Cabbio in the heart of the Muggio Valley displays the valley’s rural past in a dynamic and interactive form. The exhibition extends beyond the museum’s walls, however, and involves the entire valley area, inviting you to walk through the streets, along the footpaths and in the villages of this region to discover the unusual artefacts of the ancient life of an agricultural community.

**Vela Museum.**

**Ligornetto**
A real “painter’s atelier”. Today, the painter Vincenzo Vela’s old villa is a National Museum and is surrounded by a splendid English garden. The rooms were restructured by Mario Botta and exhibit sculptures, preliminary designs in terracotta and plaster models which reflect the entire artistic life of the famous Ticino sculptor. Sketches, drawings, personal memoirs complete this rich collection.

**Fossil Museum.**

**Meride**
It is the most well hidden UNESCO site in the world… Many names indicate the naturalistic wealth and the mystery of Monte San Giorgio, consisting of the fossils of fishes and reptiles that lived in Ticino millions of years ago. All the secrets of these unusual inhabitants can be rediscovered by visiting the Fossil Museum and by walking back along the naturalistic path: with a little luck you too can come across the footprints and fossils of these organisms.
Ticino has “stars under the stars” when the great stars of entertainment perform in Locarno’s Piazza Grande, transformed into a temple of rock music on warm summer evenings. The Moon & Stars has become an unmissable festival that has been admired and copied in many parts of the world. The big names of the music world attract thousands of spectators with no less than 10 major concerts to satisfy every taste in great live music.

The music festivals of Ticino offer hundreds of hours of music for dedicated festival-goers and passing guests alike, the visitor drawn into the atmosphere of the amazing spectacle in which towns are transformed from suburban lakefront resorts into vast concert spaces.

The squares of Lugano and Mendrisio become the unmissable capital of European jazz during the summer Estival Jazz; this is the largest free, open-air event in Europe, serving up a cocktail of jazz, blues, rock and world music to quench your thirst for music.
The atmosphere of Louisiana is conjured up by the strains of New Orleans jazz in Ascona during a ten-day festival that transports you to the banks of the Verbano with its mix of trad jazz, blues, soul and latin rhythms.

Around Bellinzona the atmosphere and acoustics of exceptional concert halls, historical churches, castles and theatres combine to provide sublime auditoria for classical concerts.

Whatever arrangements of 7 simple notes you prefer, Ticino can provide an unforgettable experience of live performances.

Not only the big cities offer big moments of live music. It is also possible to attend several music concerts in the valleys offering a unique and enchanting feeling.

Small mountain villages, during summer season, continuously surprise their public with high quality open air concerts.

For more information please visit us online at our website: you will find whatever you need to organize your unforgettable music moments!

events.ticino.ch
Beatles Days.
Bellinzona
Every summer, there are free live concerts in squares and venues throughout the city. The “Beatles Days” pay tribute to the 1960s; a creative decade full of inimitable icons like the Beatles. Relive the magical atmosphere of those years.

JazzAscona.
Ascona
The lakeside and Ascona become the European jazz capital during 10 days between June and July. Artists of international fame perform on the stages overlooking the lake and in the small squares and provide the best jazz in all its variations. More than 400 hours of music, every night until dawn, for all of the insatiable enthusiasts.

Ascona's Music Weeks.
Ascona, Locarno
Don’t miss out on the most prestigious classical music festival in Italian-speaking Switzerland, with its major symphony orchestra concerts, chamber music events and individual recitals. The most famous musicians in the world perform in the beautiful Collegio Papio church in Ascona and in the recently restored church of San Francesco in Locarno, permitting the artists and public to enjoy every concert in the evocative setting of these two highly prestigious buildings.

Moon and Stars.
Locarno
On starlit July evenings, the beautiful Piazza Grande in Locarno is transformed into a Mecca of pop and rock music. International artists such as Elton John, Coldplay, R.E.M. and Santana attract thousands of spectators every year, creating unforgettable summer nights in this wonderful setting. Ten concerts held over ten evenings make Moon and Stars the biggest live music event south of the Alps.
International Organ Music Festival.

**Magadino**

In music circles this particular event has made Magadino synonymous with organ music. The Festival is now a national and international reference point, featuring well-known musicians and rising stars. It offers a very varied programme every year, attracting a loyal and numerous audience.

Vallemaggia Magic Blues.

**Maggia Valley**

The whole of the Maggia Valley offers numerous dates for great music and entertainment every year from July to August, thanks to the superlative programming comprising world-famous blues performers together with interesting young discoveries. The small, still authentic villages offer concerts which are unrepeatable and unique in Europe in an intimate and fascinating atmosphere in this splendid Valley.

Lugano Classica.

**Lugano**

Every year, Lugano hosts two major classical music festivals, Lugano Festival and the Progetto Martha Argerich, a charismatic pianist. Moreover, there are daily live music performances at the Conservatorio della Svizzera Italiana, which are mostly free of charge and feature prestigious international guests.

Estival Jazz.

**Mendrisio – Lugano**

The biggest free, open air event in Europe! Don't miss the opportunity to admire the great stars of world music during 2 weekends in June and July in the attractive squares of Mendrisio and Lugano. An explosive cocktail ready to satisfy your thirst for music, to dance in every style, from jazz to blues, from rock to world music.
Ticino is honoured and proud to present what is regarded as the most important cultural event in Switzerland, held every year in August for over 60 years, when the allure of celluloid intoxicates Locarno for 11 unforgettable days of world cinema. The openness of audiences to every genre is reflected in the varied and audacious programming. This is where Locarno offers its visitors days full of films in the cinema halls and in the magical frame of Piazza Grande at the foot of its castle. Locarno also hosts the works of promising new directors every year.

Ticino is also well known for historical processions associated with Easter. The parade at Mendrisio is a fascinating mixture of popular piety, mysticism, theatre and art, and it is impossible not to be captivated by this tradition, deeply rooted in the long history of the community. The streets of the "Magnifico Borgo" take on a sense of the past as well as spirituality, generating intense emotions and attracting many visitors each year. But the Ticinese event that should not be missed is the February
carnival for which preparations are made throughout the year. King Dantun opens the event in Bellinzona that puts all others in the shade: Rabadan. Dating back over 140 years, it has attracted those who love the atmosphere of joy and the freedom to act out, to “transgress” that the carnival confers. Many carnivals in Ticino are held to liven up the days of winter. Animated carnivals are held in Tessere and Chiasso, where the town becomes a free republic and the celebrations lead up to a Shrove Tuesday Nebiopoli parade. Crazy and irreverent masked processions thread the streets to the cheerful sounds of a Guggen band of wind and percussion instruments; typical risotto dishes are eaten communally and there is dancing into the small hours of the night.

Every community celebrates Swiss National Day on 1st August, usually with fireworks and often a parade in which visiting children will be invited to take part, perhaps carrying a candle lantern. Sport also makes its contribution with a longer calendar of football, tennis, sailing and other sports thanks to the mild climate. Ultra-fit athletes take part in the Locarno Triathlon in September, when the tough swimming, cycling and running race takes place around the shores of Lake Maggiore. From events of world standing to small, charming village-based festivals, there is always something going on in Ticino.

events.ticino.ch
Rabadan Carnival.

**Bellinzona**

For more than 140 years this has been a date not to be missed by true enthusiasts of practical jokes, wearing fancy dress and festivities lasting into the small hours of the night. The whole town of Bellinzona transforms itself into the carnival realm of King Rabadan during 5 days: masked parades, concerts by the noisy and cheerful “guggen”, risottos and endless dances animate the streets and squares attracting numerous and festive inquisitive onlookers.

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Castellinaria.

**Bellinzona**

Castellinaria, the International young cinema Festival is the only event in Switzerland of its kind, and offers interesting film proposals which are sensitive to the changes taking place in the world of the young. More than 10,000 young children and teenagers view the films participating in the contests every November, while the evening programming satisfies a general public of all ages, by proposing audacious and stimulating selections.

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Sword in the Stone.

**Bellinzona**

History relives in the Bellinzona Montebello Castle, a UNESCO site, recapturing the memorable glories of its mediaeval past during 3 days in spring. A major costume festival with soldiers, performers, craftsmen, games, historical representations and scrumptious dinners. A return to the past directly to the merrier Middle Ages, for the joy of adults and the very young.

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Street artists festival.

**Ascona**

Mime artists, fire eaters, jugglers, tightrope walkers and much more. Every spring, street artists from all over the world perform in the streets and on the lakeside promenade of Ascona, to the joy of young and old alike. Four days packed with over one hundred free performances of all kinds make this festival one of Ticino’s most unmissable events.
Festival del film Locarno.

**Locarno**

The biggest cultural event in Switzerland! The rich and audacious programming reflects the image of Locarno’s general public: diversified, open, inquisitive, prepared for every type of experience. Locarno offers its visitors top rate films and unforgettable evenings in Piazza Grande, each year, during 11 days in August, absolutely, one of the most attractive open-air cinemas.

Info: www.ticino.ch

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LongLake Festival.

**Lugano**

This international festival is the place to be in the city during the summer, featuring over 200 events and special guests and bringing Lugano’s squares, streets and parks to life every day of the week for one month. It is an occasion packed with entertainment, theatre and dance performances, concerts and children’s activities.

Info: www.ticino.ch

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Festate.

**Chiasso**

This music festival in Chiasso could be described as a multi-ethnic journey from Africa to Latin America, from Europe to the East, featuring traditional and innovative beats and sounds on the stage. Festate offers countless encounters with the sounds and cultures of five continents, a real crossroads of rhythms from all over the world, causing the square packed with enthusiastic spectators to go wild each year.

Info: www.ticino.ch

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Historical Easter Processions.

**Mendrisio**

A fascinating mixture of popular devoutness, mysticism, history and theatrics. It is impossible not to be caught up in the magical atmosphere of this tradition that is deeply rooted in the past. The Passion is staged in the “Magnifico Borgo” where perfectly masked characters parade through the streets, bringing to life moments of intense emotions that attracts numerous visitors each year.

Info: www.ticino.ch

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For those who live to eat rather than eat to live, gastronomy is a major reason for travel. In Ticino north European cuisine meets Italian cuisine, and particularly that of Lombardy. Italian wine-producing traditions have also dominated since the renaissance of viticulture in the early 20th century, primarily growing Merlot strains from Bordeaux, and this has remained the dominant grape. Ticino’s wines can be discovered directly at the local wine-producers or by following a network of wine routes. Grappa from Ticino, made by distilling the Americana grape, is prized for its aromatic qualities. Grappa is also used in Nocino, a liqueur made by steeping freshly chopped walnuts in the grappa with spices and sugar. The infusion is allowed to stand in sunlight for 40 days to develop its walnut flavour. Every season can produce convivial restaurant experiences in Ticino, whether outdoors or in front of an inviting crackling fireplace in a “grotto”, small rustic-style restaurants that are so typical of Ticino. Take a seat on the granite stone benches
and allow yourself to be transported on a journey of scents and flavours rooted in home cooking of the best local ingredients. The dishes and ingredients you can expect to find on the menu are home-cured pork products, especially salami and mortadella, risotto, minestrone, polenta with braised beef, stewed rabbit, wild mushrooms, zabaglione and peaches in wine.

A tradition not to be missed is harvest festival, when wine as well as food is celebrated. The yards of old houses are transformed into authentic “grotti”, where people meet around delicious wines and local dishes using locally harvested chestnuts and polenta.

The attachment of the Ticinese to chestnuts runs deep, for at one time it formed a major part of the staple diet for 6 months of the year. It is still used in the production of flour, bread, cakes, jam and the well-known marrons glacés. Chestnuts are traditionally used to accompany autumn dishes of game.

With such ingredients and traditions, it is no surprise that Ticino’s restaurants are awarded prizes for the culinary prowess of its restaurants and their creative chefs.

gastronomy.ticino.ch
A display of cheeses and a livestock exhibition.

**Piotta**
The date with the gastronomic products which are characteristic of the Ticino Alps is renewed each year in September at the foot of the Saint Gotthard Pass. In particular, you can savour the famous mountain pasture cheeses and local delicacies. Numerous tasting opportunities render this event a not to be missed occasion for every lover of nature and its most tasty fruits.

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Chestnut and Autumn Festival.

**Ascona**
Every year, the beautiful lakeside promenade in Ascona offers visitors two days of gastronomy and good cheer in the pleasant autumn sunshine. During the Sagra delle castagne and the Festa d’autunno you can try typical local food and wine, first and foremost chestnuts and various chestnut dishes. A great party in the piazza with music and entertainment, where visitors can enjoy one of Ticino’s most prized seasonal products in good company.

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Grapes Festival.

**Mendrisio**
The old town of Mendrisio lights up in September to celebrate the harvest period and to exalt its wine production. The characteristic internal courtyards of the old houses in the historical centre transform into authentic “grottos” where delicious local wines and dishes can be tasted. A cheerful, engrossing environment transforms this festival into an event that is not to be missed.

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Gourmet restaurants.

**Ticino**
The best Swiss and foreign gastronomic guides award prizes to Ticino for the quality offered in its restaurants. The most recent gastronomic trends, as well as the important European and world cuisines blend magically with the local products, thanks to the creativity of famous kitchen chefs. 5 Michelin stars restaurants and more than 800 GaultMillau points are all to be savoured in intimate and refined atmospheres.
Traditional "grottos".

**Ticino**

The hot season in Ticino is an invitation to enjoy convivial pauses in the open-air. The Ticino “grottos” are ideal places where peace, quiet and gastronomy can be combined: the “grottos” are typical premises where a genuine and tasty cuisine can be savoured. Take a seat at the granite tables and let yourself be taken on a journey of scents and flavours in the shade of the chestnut trees and vineyards in the most enchanting spots of Ticino.

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Gastronomic exhibitions.

**Ticino**

Savouring the gastronomic specialities in every season means really discovering Ticino. Delicious exhibitions are organised in various regions throughout the year which will guide you to savouring the rich regional gastronomic offerings. Don’t miss the opportunity to enjoy an exceptional convivial experience by savouring traditional dishes, as well as the new culinary proposals.

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The wine roads.

**Ticino**

Set out to discover Ticino’s rich wine producing panorama by following a network of regional routes. In this way you will have the opportunity to taste high-quality wine products directly at the wine producers. Choose your “wine road” and exploit it to discover one of the most famous products of Ticino gastronomy, you can even move conveniently from place to place using public transport, on foot or by bicycle.

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Local products.

**Ticino**

Ticino offers a number of different products that have become real classics, drawn from the local gastronomic tradition but still much appreciated today. Alpine cheeses, local cold cuts, chestnut-based dishes, cornflour polenta and Merlot wine are some of Ticino’s main delicacies.

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[gastronomy.ticino.ch](http://gastronomy.ticino.ch)
One of the delights of Ticino is discovering its towns, experiencing their beauty and individual characters. Lugano’s historic centre happily combines museums and culture, art, shopping and relaxation among its streets and squares, a short distance from the waters of Lake Lugano. Its attractive alleys are full of enticing boutiques and small shops, the pedestrian squares surrounded by historical buildings, and restaurants and coffee shops provide somewhere to stop and sit on a terrace in the sun. The art galleries host regular exhibitions of famous painters and sculptors, while world-famous musicians perform in the concert halls and in squares.

Then there is Bellinzona, capital of the Canton and dominated by the 3 magnificent and imposing castles which date from the Middle Ages – Castelgrande, Montebello and Sasso Corbaro. Each has been conserved with a different emphasis, so don’t imagine when you’ve seen one, you’ve seen them all. It is also worth taking a walk through the town’s historic centre, in the shadow of the buildings and churches that
surround arcaded Piazza Nosetto and Piazza Collegiata, where a traditional market is held on Saturday mornings. Beneath the signs of old inns, multicoloured market stalls induce the visitor to buy fresh local produce of excellent quality.

Locarno lies further to the south, and every year welcomes the most important players in cinema to its Piazza Grande, by staging the most significant cultural event in all Switzerland. The piazza is one of the largest in Switzerland. Locarno is surrounded by the lake and nature, wrapping it in an array of fascinating colours in each season.

Take a walk along the lakeside in the flower-filled parks near the landing stage, or glide through the historical centre using the silent and ecological Segway, a modern electric-powered chariot, or E-Bikes, making the discovery of this wonderful town even more enjoyable and relaxing.

Close to Locarno is Ascona, much smaller than Ticino’s 3 large towns but with a character and atmosphere that enchants visitors, especially the lakeshore with its pollarded plane trees and colourful cafés overlooking the harbour. Art galleries and shops selling crafts and antiques rub shoulders with old-fashioned ironmongers and delicatessens in the warren of narrow streets and alleyways behind the waterfront.
The historic centre.
Bellinzona
Bellinzona’s historical centre is dominated by the presence of the 3 mediaeval castles, which are both magnificent and majestic and it is the ideal place to stroll among art and culture. Don’t miss the opportunity to pause on the terraces in the fully pedestrianised squares, in the shadow of the buildings and churches which are evidence of this region’s century-old history.

The Saturday market.
Bellinzona
Bellinzona’s historical centre crowds with visitors who come to the town for the traditional market every Saturday morning. Gaily-coloured stalls will invite you to buy excellent quality gastronomic products among the signs of the ancient inns. You will find early seasonal produce, local salami and cold cuts, alpine cheeses and much more, all in a cheerful and carefree setting.

Piazza Grande.
Locarno
Locarno’s Piazza Grande becomes a stage every summer with a unique and fascinating setting, ready to host world famous musicians or the large screen for the Festival del film Locarno. Piazza Grande, however, is also the ideal place to enjoy a coffee and to relax, comfortably seated on a terrace, taking advantage of the sun and admiring the facades of the splendid buildings.

The town from above.
Lugano
Discover Lugano from an unusual and enchanting perspective. By climbing to the top of Monte Brè or Monte San Salvatore, thanks to the convenient lift facility situated only a few minutes from the town centre, you will be fascinated by a panorama of rare splendour. You will ascend to a height of more than 900 m in less than an hour where you will be able to admire the unforgettable view of the town immersed in the green countryside and surrounded by the lake.
The Dolce Vita.

**Lugano**

Art, shopping and relaxation blend together quite naturally among the streets and squares of the town centre, a short distance from the enchanting lakeside kissed by the sun. Lugano is the ideal destination for those wishing to spend some time enjoying the Dolce Vita, by taking advantage of a rich cultural offer of concerts, exhibitions and many other events which will make your stay unforgettable.

Museums and culture.

**Lugano**

Lugano is a cultural centre of great value and will know how to captivate you with its rich and diversified offer. Lugano’s numerous art museums regularly host famous painters and sculptors, while great musicians accompanied by world-famous orchestras perform regularly in the concert halls and in the squares. Lugano is waiting for you and is ready to satisfy your desire for art and music.

Discover Mendrisio with an audioguide.

**Mendrisio**

Information boards have been installed to help visitors learn more about the town’s greater and lesser attractions, illustrating its interesting history in great detail. The itinerary winds its way from Via Turconi to the historic wine cellars of Mendrisio and is accessible to all. Audio guides in four languages are also available free of charge.

Casinos.

**Ticino**

Although Ticino is a small area, it is home to three high-class casinos. These modern and sophisticated structures in Lugano, Mendrisio and Locarno have not just been designed for gaming, but also as places for spending a pleasant and entertaining evening in good company.
Whether you’re after mass purchases in shopping centres or targeted searches in small shops, common items or local products, trade and tradition meet in Ticino. But the most attractive shopping is to be found in the older streets of places like Lugano and Ascona. Designer-label shopping in Lugano may be done in Via Nassa, a trendy location for locals and tourists alike where the brand becomes a status symbol; but Via Nassa and the neighbouring pedestrianised streets in the heart of the town are also full of quirky shops that put the fun back into shopping. The expertise of Lugano jewellers makes it a good place to buy a watch of the best Swiss tradition. The art of times gone can wrap up the shopping experience at the end of Via Nassa: the church Santa Maria degli Angeli should not be missed, for the huge frescoes of 1530 by Bernardino Luini are some of the finest in Ticino. The other centres are of equal standing. Ascona, Bellinzona and Locarno each offer something different in the squares, alleys and narrow streets which lead to their centres or to the lake front. Market stalls often fill the squares, where that long-sought vintage record, rare book or strip cartoon might be found. In Bellinzona’s market you will find delicious cheeses and delicatessen specialities made to ancient home-made recipes, as well as handcrafted products. One should not return home without a bottle or two of the Merlot del Ticino, which celebrated its centenary in 2006, though it is only since the Second World War that wines of distinction have been produced on a more commercial scale. Merlot is well suited...
to the terrain and now accounts for 83% of the 1,000 hectares cultivated by the Canton’s wine-makers. You can buy one of the 5 million bottles produced annually at any food store or delicatessen, or direct from the maker.

And then there are the Christmas local street markets when the entire Canton dresses up in white and red. As the Christmas period draws closer, large and small towns come alive with stalls, music, lights, the smell of biscuits and warm wine, decorated fir trees and glittering shop windows. It’s an opportunity to meet and to discover original presents, while giving the taste buds and eyes a treat, in an atmosphere that has a magical flavour. Beauty, creativity, colour and exclusivity are to be found in the handcrafted products originating from Ticino. Ticinese craftspeople produce objects of great quality using different materials; they remain open to innovations and new ideas, but retain a feeling for rural tradition. You can see this in the famous small wooden clogs, small ceramic jugs, comfortable straw-seat chairs and warm woollen fabrics.

The demand for shopping centres has been met in Ticino by such places as FoxTown Factory Stores in Mendrisio, where an "outlets temple" has been built a short distance from the motorway. Here the best and the most famous brands—no less than 250 of them—from 5 continents can be found at astonishingly low prices in 160 stores.

shopping.ticino.ch
The charming village.

**Ascona**

Ascona is better known as the "Lake Maggiore boutique", thanks to its incomparable offer of small shops and extraordinary opening hours during holidays and on Sundays. While walking through the town’s narrow streets you will be able to buy clothes of the best high fashion designers, items of designer furniture and magnificent works of contemporary art.

Info: www.ticino.ch 2803 87292

Brocante.

**Locarno**

Each year the old town of Locarno breathes the atmosphere of another period during the Ascension weekend, thanks to the stalls and exhibitors which animate the Brocante. A real antique market that winds its way through the streets of the old town, where collectors, enthusiasts and inquisitive onlookers will find the most varied and original objects.

Info: www.ticino.ch 84382

Via Nassa.

**Lugano**

Via Nassa in the heart of Lugano’s historical centre is the not to be missed address for first-rate shopping. You will find small shops and boutiques in the elegant buildings of the historical centre where top-quality products can be bought in an elegant and refined environment. The coffee shops and restaurants in the sunny squares will render your purchases even more enjoyable.

Info: www.ticino.ch 1151

FoxTown.

**Mendrisio**

FoxTown is the most important outlet in Ticino, both in terms of its 3 km of shop windows and for its 250 major brands sold at very attractive prices. The outlet is organised according to the Factory Store philosophy, FoxTown offers its customers the most important designs in international fashion directly at factory prices. Good value and very high quality make FoxTown the ideal place for your every purchase.

Info: www.ticino.ch 87292
Traditional Handicraft.

Ticino

Beauty, creativity, colours, exclusivity: Ticino handicraft products know no limits and fear no comparisons. Ticino craftsmen are always open to innovations but with special consideration for rural tradition and produce top-quality objects by hand using different materials: the famous wooden clogs, the renowned small ceramic jugs, the comfortable straw seat chairs and the warm woollen fabrics: there is something to suit all tastes.

Markets in the squares.

Ticino

The traditional markets of Bellinzona, Locarno, Lugano and Mendrisio offer the ideal opportunity for enjoyable discoveries. They are situated in the squares and in the alleys of the historical centres of the Ticino towns and propose local gastronomic products and refined handcrafted products throughout the year. Set out to discover these novelties in a cheerful and relaxed community environment: seeing is believing!

Christmas markets.

Ticino

With the Christmas period approaching, the squares and streets of the towns and the small villages become adorned with stalls, music, light, the scent of biscuits and warm wine, decorated fir trees and bright shop windows. An opportunity to meet and to discover original gifts, giving pleasures of the palate and the eye a whole new meaning, in an atmosphere with a magical and sparkling flavour.

RailAway: discover Ticino by train!

Ticino

Don’t miss the numerous RailAway offers: a practical, economic and ecological way to discover Ticino. For example, a combined ticket will take you to Monte Generoso, one of the most attractive panoramic mountains, offering you a 20% reduction on the train journey and on the supplementary services. The offers can be obtained from the Swiss Federal Railway stations or by contacting the Rail Service.

Price example: «Splash e Spa Tamaro»
2. class with a half-tax from Zurich main station, CHF 70.80 instead of CHF 80.80
This Rail Bon voucher can be used at most railway stations in Switzerland for this offer. This Rail Bon voucher is not valid with any other offer (only one Rail Bon voucher per person). No cash payment, no refund, no transmission for cash.
Pay-Serie: 0208 0000 3079
Valid until November 30th 2014
Whether you want a short break or a long holiday, there is an ideal option in Ticino. From five-star facilities by the lakeside to small immaculately kept guesthouses situated at the end of a valley, from modern buildings with every amenity to the traditional inn, there is a vast range of choice, but you be sure of finding quality and courtesy everywhere. You can find family-run hotels with individually decorated rooms and antique furniture, or ultra-modern décor devised by world-famous interior designers.

If you are looking for pure indulgence, some of Ticino’s five-star hotels have consistently come top in magazine and newspaper polls of the ideal getaway, where a tranquil position right on the lake is complemented by outstanding spa and recreational facilities and a choice of restaurants masterminded by outstanding chefs.

There are hotels dedicated to the needs of families, offering such facilities as childminding, playgrounds, pony rides, painting competitions, modelling activities, free use of...
bikes, tennis lessons, a children’s restaurant in a railway carriage and even a circus trailer incorporating a children’s hotel room! Ticino also offers comfortable farm stay facilities throughout the region where you can enjoy a holiday with an authentic flavour while helping to protect the environment. Local produce is served, and it’s a great way for children to watch seasonal work and discover the rewards and hard work of the traditional farming lifestyle. They can even sleep on hay!

There are corners in Ticino where man and nature still live together in perfect harmony. Some of these corners are represented by the eco-hotels, where facilities and even gastronomy are sensitive to their ecological impact and can offer the tourist a stay in harmony with the landscape.

Booking a hotel is easy: take advantage of a modern and efficient service to choose the solution that is best suited to you, while sitting comfortably at home. You can plan your own ideal holiday directly using the online booking system. Ticino is always pleased to welcome you at any time of the year, with a broad selection of hotel facilities ready to meet your needs.

hotels.ticino.ch
Agritourisms.

**Ticino**

What form of tourism to choose if not a farm stay, to better appreciate the true aspect of local culture, by protecting the environment, and why not, to savour the flavours of authentic living? Ticino offers friendly farm stay facilities throughout the territory, where you can enjoy, at best, a holiday with a genuine favour, thanks to its luxuriant nature and its rural and country life tradition.

Luxury hotels.

**Ticino**

Make the most of an exclusive choice of top quality hotel facilities to give yourself a holiday characterised by excellence. Seducing atmospheres surrounded by an oasis of peace and quiet, refined cuisine proposed by famous chefs, modern and relaxing SPA areas: the multiple prize-winning Ticino hotels are ready to satisfy your every desire.

Family hotels.

**Ticino**

There are a number of Ticino hotels which have everything that is required to entertain children, but also to offer the parents a well earned rest: spacious rooms, areas reserved for playing and enjoyment, restaurants which pay attention to the needs of the very young, activities suited to young guests and many other novelties to enjoy a happy holiday with all the family.

Typically Swiss Hotels.

**Ticino**

Ticino offers a wide range of authentic and traditional hotel facilities for those who want to experience an unforgettable stay in a place where time seems to have stood still. Fascinating atmospheres, typical local cuisine and fine wines to delight the palate: all in a unique traditional setting.
Bike hotels.

Ticino

Soft rolling hills, steep climbs, comfortable rides along the lakesides and breathtaking panoramic viewing points make Ticino a real "cycling paradise". The vast offer of hotel facilities achieves an optimum blend with the variety of cycling and well-marked itineraries, ensuring each cyclist has numerous possibilities of combining the preferred sport with a holiday characterised by relaxation and enjoyment.

Eco hotels.

Ticino

There are places in Ticino where man and nature still live in perfect harmony. A number of these places are the eco-hotels, these represent hotel facilities which are sensitive to the ecologic and environmental aspect, and are able to offer the tourist a stay that is in harmony with nature. Not only the buildings, but also the gastronomic offer and the services proposed satisfy the ideal of a holiday in harmony with nature.

Search for your hotel.

Ticino

From 5-star hotels at the lakeside to the small guesthouse situated at the foot of the valley, from the modern construction equipped with all amenities to the traditional inn: the offer range is vast; select the best solution for your requirements by visiting our website. You will find availability and courtesy everywhere, because the guest is always welcome in Ticino!

Book your hotel on-line.

Ticino

Book your holidays in Ticino while sitting comfortably at home. Make the most of the rapid and efficient service to book the hotel that is best suited to your needs. Ticino will be pleased to welcome you at all times, thanks to a vast selection of hotel facilities ready to meet your needs. You will be able to plan your holiday in full freedom by using the on-line booking service.

Info: www.ticino.ch
Tourism for everyone. In Ticino we have cutting-edge solutions in this field, with our unique approach. The only Canton situated entirely south of the Alps and the only one where Italian is the main language, Ticino is located on the Saint Gotthard railway and motorway linking north and south Europe. So you can reach us readily from any European city by train, car or aeroplane, thanks to fast and frequent links. Ticino has accommodation facilities, transport, hotels and restaurants which are readily accessible, thanks to services which are attentive to every need. Swiss Federal Railways, for example, will arrange for hoists to be ready at larger staffed stations to overcome the height difference between carriage and platform. The predominantly mountainous aspect and historical centres which are a little difficult to visit do not always permit independent access to the whole of Ticino.

To receive the most appropriate information and advice, it is helpful to specify your requirements and circumstances. The local tourist associations, our Internet
website www.ticino.ch and the Federazione Ticinese Integrazione Andicap (Federation for the Integration of the Handicapped, FTIA) will be able to advise you concerning accessible hotels, restaurants, museums, routes and events. The Federation has published the first tourist guide of Ticino for people with mobility problems.
For example, we have prepared a nature path in Capriasca that is suitable for blind and partially sighted persons; it is immersed in the Lugano hills and permits the discovery of a number of the region’s natural features, which are perceptible by smell, touch, hearing and tasting and via body sensations. An audio guide will lead you in a search for the sounds of nature and the fragrance of plants.

accessibletourism.ticino.ch
The town of castles.

**Bellinzona**

Today, Bellinzona has a wealth of historical and geographical inheritance received from the Middle Ages, and that pulsates behind the town’s fascination. You can rediscover the town’s cultural and artistic wealth, while wandering through the accessible streets and squares. Lastly, don’t forget to visit the 3 castles, which form part of the UNESCO World Heritage, and represent examples of incomparable strength beauty.

Giro Lungolago Ascona.

**Ascona**

This official SchweizMobil barrier-free route unfurls in a beautiful natural setting. It begins near the post office and makes its way down through the typical alleyways of the old village to the stunning lakeside piazza. From here it follows quiet minor roads, including some pedestrianized sections, past the public swimming pool, the lido, the golf course and the Porto Patriziale. The route circles the golf course before returning to Ascona along the outward route.

Lugano and its lake.

**Lake Lugano Region**

Lugano combines the features of a high-class metropolis, surrounded by mountains and by a splendid lake, however, offering the welcome of a small town. A charming and large pedestrian area is readily accessible and includes a wealth of splendid historical buildings, enabling the town centre to be visited conveniently. Moreover, Lugano knows how to provide unforgettable moments, if you are looking for art, culture, shopping and relaxation.

Not only the Magnifico Borgo.

**Mendrisio**

Today, Mendrisio is known as the "Magnifico Borgo* and offers the visitor an urban tour through picturesque alleys, characteristic houses with internal courtyards and mediaeval and baroque churches. Don’t miss the opportunity of a trip to the hills outside the town, well-known for the tasty offer of food and wine: you will be able to savour delicious Ticino specialties in the characteristic "grottos" while sipping a good glass of Merlot wine produced in the region.
Ticino viewed from above.

Ticino

Ticino has an inexhaustible reserve of mountain landscapes, where the alpine peaks blend magically with the soft, rolling green hills populated by olive groves and vineyards. You can use accessible lift facilities which will take you comfortably to panoramic viewing points immersed in nature to appreciate this region in all its vastness.

Ticino in celebration.

Ticino

Ticino has now become the reference destination for culture and sport, above all, thanks to international events. Events of various kinds and of very high quality are organised in the region throughout the year, while a broad selection of open-air events which are readily accessible enliven the squares and the streets of the Ticino villages and towns.

Many different sports for everyone.

Ticino

The particularly mild and cloudless climate in Ticino favours many open-air sports, also during the winter months. The accessible sports facilities are excellent and ready to meet your needs throughout the year, both in summer and in winter: sports centres, bathing establishments, lakes, skiing centres can’t wait to welcome you.

Accessible accommodation facilities.

Ticino

Every guest is welcome in Ticino. Today, an increasing number of hotels are able to provide rooms and services intended for people with physical handicaps, also in terms of easy access. You only need to search for the accommodation solution that is most appropriate for you from a list of accessible facilities, while always indicating your special needs clearly and in advance so that you will be received in the best possible way.

hotels.ticino.ch
Meetings & Incentives.

Ticino is a world centre of both finance and of industry and technology. Some of the qualities it offers are exclusivity, luxury, cutting-edge structures, originality, efficiency, diverse opportunities. From the traditional conference hall in the centre of Lugano to the Information Centre located inside the AlpTransit construction site, our facilities enable conference participants to meet just across the border from Italy; Italian conference organisers frequently decide to enjoy our comfort and benefit from our professionalism.

One of the world’s most unusual small conference venues lies at the foot of the Gotthard Pass, embowered by conifer trees brushed with snow. A short distance from Lugano’s prestigious town centre, with its prestigious hotels and shops, is the Convention Centre, designed with several modular halls and capable of hosting more than 1,000 people.

Important high society and cultural events are organised in Bellinzona, Ticino’s capital, in the venue that was once the “Castrum Magnum”; Castelgrande provides comfort...
and areas fully equipped with modern amenities for conferences in a striking historical context. The banqueting hall can seat up to 150 guests. There are many unusual venues for smaller conferences, such as the newly renovated theatre in Chiasso. Ticino offers unique solutions for every conference requirement to ensure the success of a meeting or gala dinner.

After work, it is time for relaxation. There is a huge variety of ancillary activities among the mountains, valleys, lakes and rivers: golf, sailing, cruises, unforgettable excursions on foot or by bicycle, or the thrill of driving a sports car. For those looking for something a little extra, we offer the thrill of jumping from a dam, or the possibility of climbing the dam with just your bare hands, or to canoe along rushing waterways. Try your hand at bungee jumping, free climbing and canyoning. And after all this activity, everyone meets at the table, in the peace and quiet of a "grotto", to savour local products, or in sumptuous restaurants where many of the best chefs in the world offer refined cuisine. It is not always true that "cheapest is dearest" in terms of quality, courtesy or value for money. We always give our best to bring together employees, corporate middle management or political representatives, because we want every business deal to be concluded successfully in Ticino.

meetings.ticino.ch
Make your own cheese.

Airolo
You will be able to make your own cheese, with your own hands, starting from delicious milk from the Saint Gotthard alpine region, supervised by an expert cheese-maker. An unusual and enjoyable activity to obtain an exquisite and characteristic product of Ticino, to be tasted together with friends. The Gotthard Cheese Factory awaits you to transform your corporate team into perfect cheese-makers.

AlpTransit InfoCentre.

Pollegio
A journey to the centre of the Earth in the longest railway tunnel in the world. Combine the discovery of this impressive construction site in the heart of the alpine range with a visit to the information centre, equipped with excellent, interactive, multimedia techniques and areas suitable for your corporate meetings. A location of modern architecture that provides an attractive and original environment.

Mediaeval castles.

Bellinzona
The city of Bellinzona, capital town of the Italian speaking part of Switzerland, can transform a working visit into an unforgettable cultural occasion. The three Medieval Castles, which boast UNESCO World Heritage status, are a privileged venue for prestigious corporate events and an ideal location for events like conferences, gala dinners or even mediaeval tournaments. Challenge your team in archery, tug-of-war, Saracen joust or in the reconstruction of the story of William Tell!

Bungee jumping.

Verzasca Valley
Discover your limits and learn to challenge them with bungee jumping from the Verzasca dam. A jump into the void from a height of 220 m will offer you a unique and breathtaking experience: 7.5 seconds of pure thrill and adrenaline in an unforgettable scenery among woods, the lake and the sky. Agent 007 (Pierce Brosnan) performed his famous “flight” in the film Goldeneye exactly here in Ticino.
Monte Verità.

Ascona

A seminar and cultural centre, botanical park and museum: Monte Verità is the ideal retreat where meditation and discussion, introspection and creativity, peace and quiet and activities find a space between history and nature. You will find extensive green areas and an enchanting view over Lake Maggiore which create an incomparable natural paradise and provide you with a splendid background for every type of meeting.

Lugano Convention Centre.

Lugano

Lugano Convention Centre is elegant, modern and readily accessible by public transport and is situated in the town centre next to the green and flower filled Ciani Park that overlooks the lake. The conference centre is able to host events of every kind, thanks to the auditorium and the spacious halls equipped with modern infrastructures and a large car park and other modular areas.

The train to success.

Ticino

Transform your corporate meetings, your workshops and your business meetings into a real "brainexpress": historical or modern trains with comfortable carriages will take you to discover all of Ticino starting from a location chosen by you. Efficient connections, excellent services and a refined gastronomic offer will brighten your business journey.

Wine Tasting.

Ticino

More than forty Ticino wine cellars are ready to welcome you for a pleasant wine tasting session of their best wines. Not only excellent Merlot wine, but also new mixtures of different grapes, the result of a high-quality production. Seize the opportunity to discover the Ticino winemaking tradition and innovation, by combining your meetings with a visit among the sunny vineyards.
Partner.
I would like to receive further information about Ticino.
Please send me the following brochures:

2. Excursions & Nature. Experiences in the Green. 96 intriguing proposals to discover a landscape full of contrasts.
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