

#ticinomoments

Tales from Switzerland's Sunny South

From the city to the mountains,
Ticino is always at your fingertips.
A region of intense aromas and bright
colours, easy to explore far and wide.

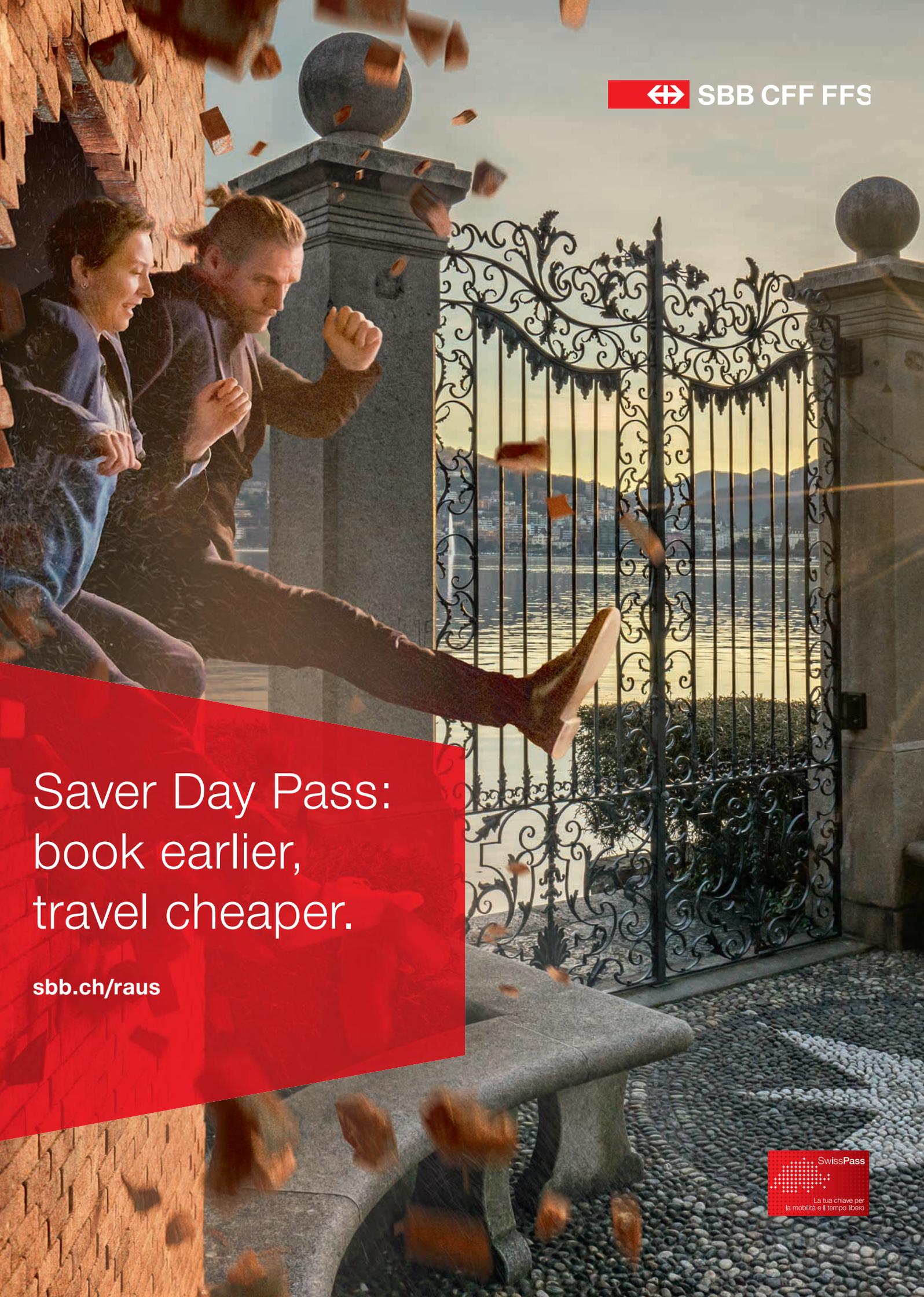
IN THE CITY

The camellia reigns supreme in Locarno,
on the shores of Lake Maggiore.

IN THE MOUNTAINS

Mountain lifts provide a direct
line to outdoor excursion.



A man and a woman are running through a large, ornate wrought-iron gate. The man is in the foreground, wearing a brown suit and brown shoes, with his right leg raised as if he has just jumped over the gate. The woman is behind him, wearing a blue jacket and grey pants. They are running towards the right. The gate is set in a stone wall. In the background, there is a body of water, a city, and mountains under a sunset sky. Brown leaves are falling around them.

Saver Day Pass:
book earlier,
travel cheaper.

sbb.ch/raus



Angelo Trotta at the Capanna Monte Bar (1,600 m), a mountain hut above the city of Lugano.



Dear reader,

While a century ago the concept of sustainability was associated almost solely with nature, today care for the land is interwoven with care for its inhabitants and villages, its food and wine and its cultural traditions. Ticino is embracing this challenge, with a real contemporary sustainability workshop taking shape over the recent years. “Green”, slow and conscious tourism projects are multiplying and helping to bring new life even to outlying regions. Ticino’s mountains and cities have never been closer.

Two young women, Zita and Eva, came up with the ideas of hammock-sharing in Bosco Gurin (for fans of cloud watching and swinging meditation) and Leventina Western, horse riding combined with local produce tasting sessions, songs around the fire and nights spent in a yurt. We tell you their stories in this magazine. Women are also the protagonists of the “Eden on Arbostora” report, which reveals the secrets of a company where grapes are made into wine using a combination of innovation and ancestral rites, and “In the land of fireflies” report, which focuses on a sustainable and socially responsible campsite.

In the pages of this new edition of #ticinomoments we will also paraglide over the area from above, and discover some of its hidden aspects thanks to a meeting with a Telemark skiing pioneer in the Swiss southern Alps. Travelling among cities and mountains, we will try to stimulate all your senses, including smell. The scent you will breathe in is that of Ticino’s aromatic herbs combined with the unique and characteristic fragrance of the queen of Lake Maggiore: the camellia. Let this constantly evolving region amaze you. Enjoy your read!

Angelo Trotta
Director of Ticino Turismo



Binoculars: an experience to be enjoyed. There are unique opportunities all over Ticino and we have brought them together here. ticino.ch/experiences



QR-Codes: to help you get to know the protagonists better, we asked them to tell their own stories. We then made them into videos, which are hidden behind the QR codes. ticino.ch/video



Quiz #ticinomoments: In this sixth edition of the magazine, how many photos have camellias in them? Play with us and answer the questions online. Who will be the lucky winners of a holiday in Ticino? ticino.ch/tmquiz





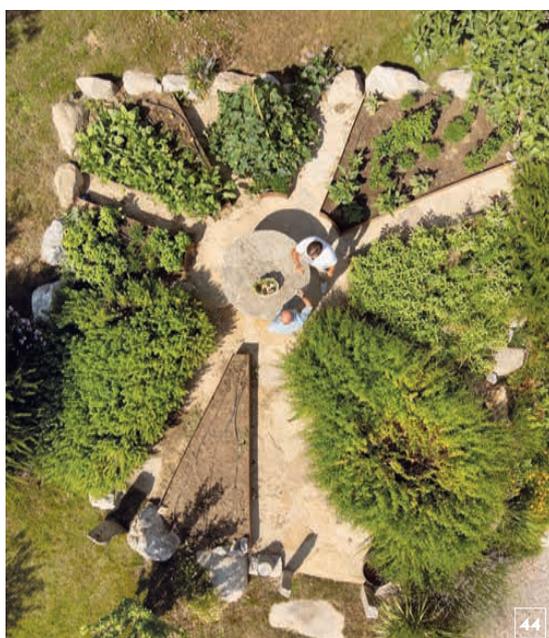
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SWISS WINE TOUR

Experiences for wine lovers

There is a strong link between quality wine and excellent food products, which is attracting more and more attention among a diverse group of people, from enthusiasts to professionals in the sector.

Swiss Wine Tour has developed out of a love of the land and a passion for wine. This nationwide project aims to help people discover, or rediscover, the essence of local crafts and products. The Swiss Wine Tour platform gathers ideas and inspiration related to wine-growing and acts as an online seller of food and wine experiences by handpicking the activities on offer.

Ticino is a land of wine and those who love to breathe in its aroma will not be disappointed. Its mild climate and sunny days make the canton the ideal place for aging merlot and, increasingly over recent years, for growing native varieties. The result of months of work, huge efforts and endless passion are sealed in oak barrels and labelled bottles. Around 3,000 winegrowers and more than 1,000 hectares of vineyards in Ticino make the Swiss Wine Tour project fertile ground for cultivating. The wineries are ready to introduce people to their world by welcoming enthusiastic and curious visitors to their splendid wine cellars, historic castles and breathtaking estates, where they can experience the land and its products. Tastings with a view, vineyard tours by bike, grape harvests alongside the winegrowers and romantic dinners with wine pairings are just some of the offers from Swiss Wine Tour's partners.

Whether it's a vivid red, a white with glistening reflections, dry or fruity on the palate, barrique-aged or not, one thing is always true: wine gifts us unique moments to be savoured to the full, and Swiss Wine Tour bears witness to this.

A glass of Ticino

White Merlot for an aperitif or red Merlot for a dinner, your wine will taste even better in these elegant Ticino glasses.

shop.ticino.ch





“The tandem pilot flies for the passenger and does everything to make it a unique and amazing experience.”

PARAGLIDING TO DISCOVER TICINO FROM ABOVE

Magical flight

Monte Tamaro, Monte Lema, Cardada Cimetta.

These are just some of Ticino's peaks from which Federico Soldati operates tandem paraglider flights.

A safe yet adrenalin-fuelled activity that delivers strong emotions and, above all, promises breathtaking views of Ticino from above as you've probably never seen it before.



Forget traditional guided tours for a moment, change perspective and imagine discovering an area from above. Beneath you unfurls a landscape populated by mountains, lakes and hills. No, it's not a magic show. It's pure magic thanks to a flight in a paraglider. Federico Soldati, born in 1988, knows this all too well, having fallen in love with this sport as a child. His strong desire to share the emotions generated by flying with family and friends led him to specialise in tandem flights and then to found FlyTicino in 2016, together with his friend Stefano Genazzini. In the space of just a few years, this project went from being a purely recreational one to a real business. When he's not flying, Federico devotes himself to his family and his main job as a professional magician. An unusual combination of interests that go very well together, so Federico assures us.

DESTINED TO FLY

It was probably fate. Federico's grandmother lived in Interlaken, near a paraglider landing strip. He used to spend whole afternoons watching those tiny dots hanging in the air. "Even as a child, I dreamt of becoming a paraglider pilot," says Federico. "My first flight as a passenger was from Monte Tamaro at the age of 14. Then, as soon as I was able, I started the process of firstly becoming an independent pilot and then a tandem pilot. I trained in Ticino and got my licence in Interlaken. In a certain sense, the circle was complete and I've never stopped flying since. My wife and I even shared our first kiss in flight."

UP IN THE BLUE SKY

What's Federico and Stefano's formula for success? A service that prioritises passenger safety and wellbeing, always striving for excellence. Depending on the time of year, flights take place from numerous peaks in Ticino: Monte Generoso, Cardada Cimetta, Monte Lema, Mornera and, above all, Monte Tamaro. As Federico explains, this is because "Tamaro is a mountain with great connections in logistical terms: the lifts are easy to get to by train and car, and then the cable car leads directly to the take-off point. It also enjoys an excellent location for updrafts." All in all, a tandem flight takes about two hours from meeting to landing. It's very simple: you meet, head up to the top of the mountain and then, when everything is ready, the action starts. The passenger just has to run for a few metres to take off and then ... it's time to relax and enjoy the landscapes from above. A number of photos are taken and a video is recorded during the flight. "For passengers it's like sitting on a flying armchair," laughs Federico. "Every flight is unique, because the route changes according to the wind currents on the day. This is the best aspect."

FLYING IN COMPLETE SAFETY

There are no age limits for tandem flights. Federico's youngest passenger was a 4-year-old girl, the oldest was 90. Even people with disabilities can fly (with the help of some take-off assistants). What if someone is scared?

"In most cases the fear disappears as soon as we take off. We calm passengers by explaining that it's a very safe activity. The important thing is to fly in the right weather conditions, with suitable equipment and the necessary

Prize-winning professionalism

FlyTicino has received numerous awards and, since 2017, with over 600 5-star reviews, it is ranked as the number one leisure activity in the canton of Ticino on TripAdvisor. The season begins on 1 April and ends on 1 November. During the rest of the year flights can be organised upon request (flyticino.ch).

experience." Federico, who devotes himself to his work as a professional magician when he isn't flying, also admits that his mentalist abilities often come in handy to reassure his fellow travellers. Indeed, a good pilot is first and foremost a good psychologist, capable of putting clients at their ease, winning their trust and understanding their state of mind.

FULFILLING WISHES

The added value of a flight in the skies above Ticino? Undoubtedly the beauty of the landscape with its combination of mountains and Mediterranean scenery. In addition, the special weather conditions in Ticino generate excellent updrafts – so-called thermals – that allow for long, evocative flights. FlyTicino primarily operates in the summer, but as Federico tells us, one of the most beautiful times for flying is the spring. In autumn and winter, a "Hike & Fly" flight can be booked on request. You ascend a peak on foot or with snowshoes, have a picnic with friends and then launch into a two-seater flight with the luxury of landing directly in front of your car.

Federico and Stefano are always available to clients to fulfil all their wishes. Like the time they organised a tandem flight complete with a marriage proposal at the end. Fortunately, the lucky and very emotional bride-to-be accepted.



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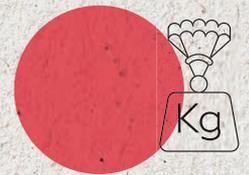
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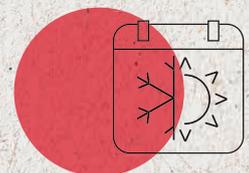
01. High in the sky with a view over the entire bay of Lugano. Updrafts allow you to stay in the air for hours, covering long distances.
02. Ready, set, go! A few steps are all you need to take flight from the summit of Monte Lema (1,620 m).
03. Federico and his companion preparing for their flight. The backpack weighs a total of around 25 kg.
04. Made of high-performance non-porous materials and very light fabrics, tandem paraglider canopies typically measure 38-42 m².



A tandem wing weighs around 7 kg and can carry a total weight of 220 kg.



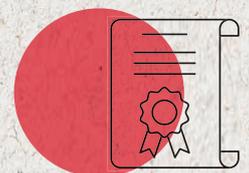
FlyTicino can take passengers weighing a maximum of 120 kg.



Paragliding is possible all year round in Ticino. Every season has its charm.



A flight at an elevation of approximately 1,000 metres takes 15 minutes.



There are various tandem flight providers in Ticino. Pilots need to be certified by the Swiss Hang Gliding and Paragliding Association.



Up and down

From the smallest to the largest, from the lake to the mountain, sometimes even in the evening and in winter. There are more than 25 mountain lifts in Ticino. [ticino.ch/mountain-lifts](https://www.ticino.ch/mountain-lifts)



♥ **ALPINE LAKE**
A small cableway leading to the Alpe Salei is hidden away in the Onsernone Valley, 26 km from Locarno. From there, the little Salei lake (1,924 m) is reachable.



♥ **ASCONA-LOCARNO**
The perfect combination of sweeping views and originality: from the walkway with a 180-degree view of Cardada, the journey continues to the peak at Cimetta (1,606 m) on Switzerland's only chairlift with side seating.

LUGANO REGION

The city of Lugano is the beating heart between 2 of the best-known mountains: Monte San Salvatore (912 m) and Monte Brè (933 m). They stand opposite one another and welcome visitors in both summer and winter. There is plenty of good food available at the top of both mountains, with a broad selection of activities.



MENDRISIOTTO

From the lake to the mountain: the Brusino Arsizio-Serpiano cableway, which also transports mountain bikes and four-legged friends, was Switzerland's first fully automatic cableway. Monte San Giorgio, a UNESCO World Heritage Site, is a must-see attraction here.



♥ 133 AND 100 YEARS AGO...

The historic Monte Generoso and Vigezzina-Centovalli railways are the oldest in Ticino.



BELLINZONA AND VALLEYS

The Monte Carasso-Mornera cableway takes you firstly to Curzùtt (the starting point for the Tibetan Bridge) and, lastly, Monti di Mornera (1,400 m). The alpine lake of Mornera is around 20 minutes from there. For the more daring visitor, the Via Ferrata dei Tre Signori is an unmissable challenge.





Ticino Ticket

Travel within Ticino for free

Guests will be able to get around for free in the whole region by using public transport during their stay. The Ticino Ticket offers additional advantages such as discounts on mountain railways, boat trips on the Swiss part of the lakes and on the main tourist attractions.

The offer is proposed to guests who stay in hotels, youth hostels and camping sites only. Everyone will receive the Ticino Ticket at the arrival upon check-in and it can be used until midnight of the departure day. Lakes, rivers and mountains – everything at hand with Ticino Ticket!

ticino.ch/ticket



A JEWEL RIGHT IN THE HEART OF THE CITY

The queen of Lake Maggiore

A captivating plant that embellishes gardens and parks with its colours, the camellia flower has symbolised the Lake Maggiore area for years. It finds its perfect habitat here and can be enjoyed in all its glory in spring.



“I appreciate the
camellia’s elegance,
but also its simplicity.”



01. Opened in March 2005, the Camellia Park is home to 1,476 camellia plants over around 15,000 m².
02. The famous and well-organised "Camelie Locarno" event boasts around 200 camellia varieties.
03. Daniele Marcacci, Chair of the Swiss Camellia Society, has been responsible for Locarno's gardens and parks for almost 40 years.



01



02



03

Not everyone knows that the leaves of the camellia (*sinensis*) can be used to make green tea and fermented black tea. The camellia (*japonica*) arrived in Europe in the late 18th century thanks to the travels of the East India Company. However, another century seems to have passed before it reached Locarno, imported from the Italian shores of Lake Maggiore, where it was already cultivated and propagated by the talented gardeners working for the aristocratic Borromeo family. "The camellias overlooking Largo Zorzi today, in the heart of the city, are more than 150 years old," explains Daniele Marcacci, President of the Swiss Camellia Society. Daniele started out as a landscape gardener almost 40 years ago, before being placed in charge of the city of Locarno's gardens and

parks. The camellia holds no secrets from him. With its granite valleys, acid soil and mild climate, the Locarno area is truly the perfect habitat for this plant that puts on its best display in spring. This is clear to see in the public gardens, on the shores of the lake and in countless private gardens, which become filled with colour and lit up by hues that range from white to red.

THE FESTIVAL

In order to celebrate the beauty of this flower, an event dedicated especially to it has been held every spring since the 1990s: Camelie Locarno. Five days to gain first-hand experience of the numerous unique features of this plant and more. Indeed, in addition to the central pavilion

housing the display of cut camellias presented in some highly original arrangements, the festival also proposes a number of accompanying activities such as concerts and plant sales. And of course, what kind of event would it be without something to tickle the tastebuds! A well-known local patisserie has even created a green tea-based chocolate.

“The event seeks to stir a unique emotion in visitors. The cut flower displays are always different and imaginative, and the public really appreciates them,” says Daniele, smiling. What’s more, the figures confirm this. The most recent festival saw a 10% increase in visitor numbers. The majority come from German-speaking Switzerland, but large numbers also travel to the shores of Lake Maggiore from Germany and nearby Italy. “One year I even saw a coach from Norway,” adds Daniele with a certain touch of pride.

THE CAMELLIA PARK

In the wake of the success of the first editions, the city of Locarno decided to create an actual park dedicated to camellias. Daniele recalls how “the Swiss Camellia Society was founded in 1999, inspired by similar societies in neighbouring countries. This meant that our event automatically became part of the International Camellia Society circuit. In 2005, the committee suggested organising the International Camellia Congress right here in Locarno.” What better time to develop the park? After all, the city already had a nursery just a short distance from the lake, where a few hundred camellias were grown.

When it opened, the Camellia Park – arranged like a maze – featured more than 500 different camellia varieties. The success of the international congress led the city to enlarge it even further, extending it towards the lake and creating an amphitheatre, a second biotope, a pavilion and a water feature. The park now occupies an area of more than 15,000 m² and is home to 1,100 different camellia varieties subdivided into 40 species. In 2010, just after the end of the expansion work, the park received the prestigious international Garden of Excellence accolade. Furthermore, it has been included in the “Grandi Giardini Italiani” circuit for a number of years, where it heads the Gardens of Switzerland category.

And there’s more. A further expansion is planned for 2023, when the post-tour of the next international conference, due to be held in Verbania, will once again visit Locarno. It will include a new biotope, a picnic area and, naturally, another 430 camellia plants, which Daniele is particularly proud of because they come from collectors’ gardens.

There is no doubt that the camellia is here to stay as queen of Locarno for many years to come.

A stroll in the city centre

In addition to *Camellie Locarno* and the numerous associated cultural events, plant and flower enthusiasts should also visit Locarno’s public parks. The Pioda and Rusca gardens (adjacent to the Teatro&Casinò Locarno) boast age-old camellias, while the Palazzo Morettini – a former cloistered convent and now home to the city’s cantonal library – has a garden of considerable botanical interest (ticino.ch/camelliapark).



04



05

15,000

square metres occupied by
the Camellia Park.

40

different
camellia species.

1,100

classified camellia
varieties.



06



BEAUTIFUL GARDENS AND PARKS

Brissago Islands

The only islands in Switzerland to be home to a botanical garden. Thanks to the subtropical climate found here, it is possible to admire species from 5 continents.

isolebrissago.ti.ch

Parco Scherrer

A fascinating garden overlooks Lake Lugano in Morcote. Sub-tropical vegetation mingles with works of art and architecture inspired by other cultures: from Egyptian temples to Greek sculptures.

ticino.ch/scherrerpark

Breggia Gorge Park

An exceptional natural landscape thanks to its geological and paleontological heritage. A real journey back in time to discover rocks from millions of years ago.

ticino.ch/

breggiagorge



07



04. You can buy camellias at the traditional market held during the event.
05. Surrounded by water, sky and camellias in the park. The intriguing *Camellia japonica* Satanella in the foreground.
06. Classification: a painstaking, patient and endless job. The resulting lists are an important work tool.
07. 1,100 camellia varieties have already been catalogued, but some are yet to be identified.



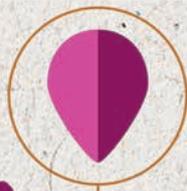
TO THE
VIDEO

Ticino's botanical treasures

Plant care is a precious art. Thanks to the mild climate, the entire region is home to different plant species, some of which are extremely rare and protected. It is essential to know about them in order to safeguard them. [ticino.ch/botany](https://www.ticino.ch/botany)

PEONY

This protected species with its vibrant colours, which flowers between May and June, favours rocky limestone slopes, dry meadows and open woodland. In fact it grows **on the slopes of Monte Generoso**, where it lives undisturbed.



15 KM FROM LOCARNO

The ancient beech woods of the Lodano Valley, which runs into the Maggia Valley, have been recognised as a **UNESCO World Heritage Site**. Humans have left numerous traces of their activities in this large forest reserve: charcoal burners' clearings and cable transport systems can be encountered on the 4 itineraries.



GAMBAROGNO

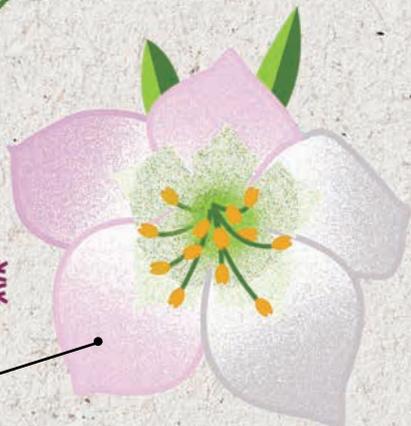
BOTANICAL GARDEN

+ **20,000 m²** covered by the gardens. Between Piazzogna and Vairano, camellias, magnolias, azaleas, peonies, rhododendrons and many other plant species find their preferred habitat on the hill overlooking Lake Maggiore.



CHRISTMAS ROSE

These white or dark pink flowers vary between 5 and 8 centimetres in diameter. This plant with evergreen leaves flowers in winter, from December to March. It only grows in the south of Ticino **up to a maximum of 1,000 m**, favouring hornbeam, beech and oak forests.



PROTECTED AREAS

There are **19 forest reserves** in Ticino. Some of them are among the largest in Switzerland!

6 tree species add a southern touch: chestnut, hop hornbeam, manna ash, Turkey oak, European nettle tree and laburnum.

BRISSAGO ISLANDS

2.5 hectares of botanical park to explore the whole world at once with **over 2,000 different plant species** from 5 continents.





PEACE AND BEAUTY

Ticino's parks and gardens are the perfect place for a relaxing break with a view. [ticino.ch/parks](https://www.ticino.ch/parks)



SOURCE

Canton of Ticino Forestry Section, Info Flora, Pro Natura Ticino, ProFrutteti.

FRUITS OF TICINO

+250 old local fruit varieties, **particularly apple and pear trees**, recovered and preserved by the ProFrutteti Association in order to study and promote them.



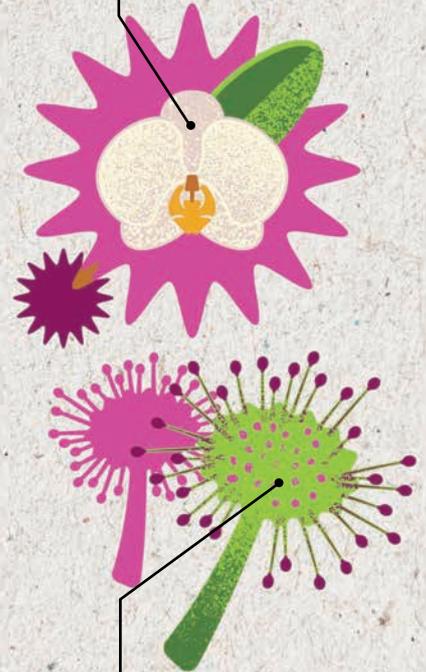
10 KM FROM LUGANO

The San Grato Park is free to visit and open all year round. With the biggest and most varied collection of **azaleas, rhododendrons and conifers** in the whole of Insubria, the spring sees a simply unmissable explosion of colours and scents in the park.



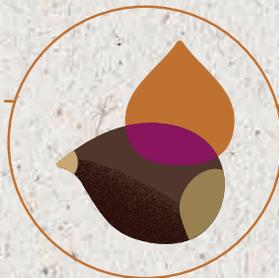
ORCHID VALLEY

About **75%** of all orchid species in Switzerland also grow in Ticino. These delicate and extremely beautiful plants are protected throughout the country. There are **more than 30 species** in the Blenio Valley.



AGE-OLD CHESTNUT TREES

A monumental chestnut tree can reach **700 years old**. The tree that symbolises Ticino and is present throughout the area was once a source of food and a prized construction material. There are about 300 monumental chestnut trees censused in the canton.



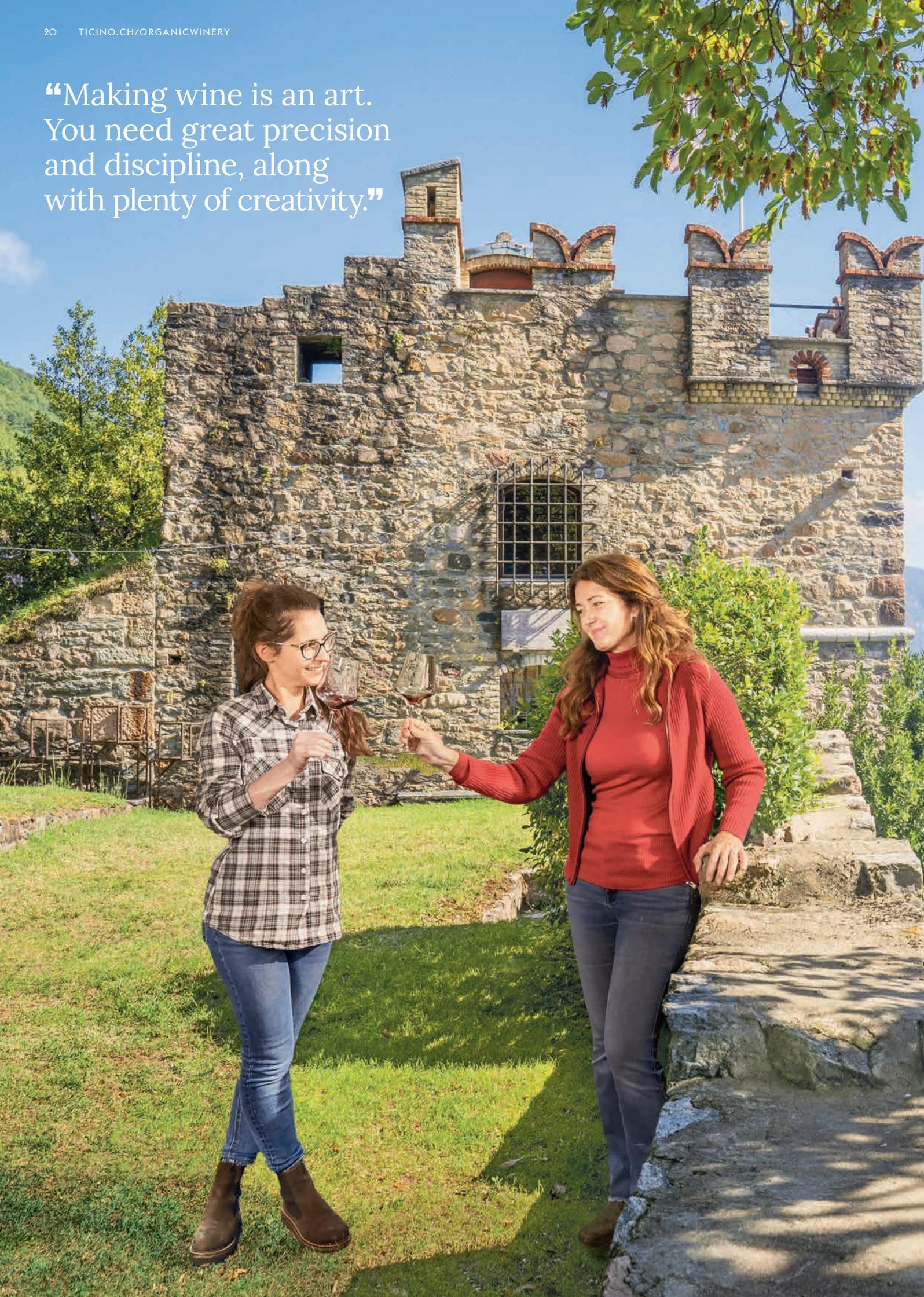
MENDRISIOTTO

The area's characteristic **age-old chestnut trees**, with their huge trunks, can be seen near the grotto at the Brusino Alp.

60 KM FROM BELLINZONA

The mysterious Cadagno Lake, composed of 2 layers of water that never mix, is located in Val Piora, home to a rich alpine flora with **over 500 plant species**. What's more, visitors can admire and study the region's environment at the Alpine Biology Centre, at 2,000 m a.s.l. on the shores of the lake.

“Making wine is an art.
You need great precision
and discipline, along
with plenty of creativity.”



A HISTORIC AND SUSTAINABLE TERROIR WINE

Eden on Arbostora

Bring together two women, love of the land, respect for nature and a passion for wine. All concentrated in a wine estate on a sun-kissed promontory overlooking Lake Lugano. A winning combination that produces high-quality wines.



Ticino boasts a varied landscape where vineyards unfurl through evocative settings. The Tenuta Castello di Morcote is undoubtedly one of them. After making your way through the main gate, the vineyard (7 hectares) unfolds before you in all its glory, located in a natural amphitheatre. At the centre is the winery – housed in a renovated old farmhouse and opened in 2020 – which runs entirely on solar power and operates on an organic (certified) and biodynamic basis. A little further on you can glimpse the ruins of the medieval castle rising up above the lake. A breathtaking setting for a vineyard that Gaby Gianini, estate owner, has managed to make sustainable over a period of just over 20 years. Together with oenologist Benedetta Molteni, she shares a love for the land and a vision of a cutting-edge winery, where grapes are vinified in the most natural way possible, combining innovation and ancestral rituals. Savouring wine has never been so magical.

The Tenuta Castello di Morcote boasts a long history. How did the idea of reviving tradition come about?

Gaby: I'd say it was fate. The business was started by my grandfather almost 100 years ago (in 1939). Then it skipped a generation, because my father had another job. I'd studied history of art and didn't know anything about wine. When it came to taking over the business, I felt a very strong attachment to the land and a calling from within my soul. I returned to Ticino and I asked my father if I could take it on. After overcoming my family's initial reticence, I rolled up my sleeves and got to work with great determination.

Benedetta: After finishing my studies in oenology, I began looking for a place in a family business where I could experience a bit of everything. I was particularly interested in an estate that was committed to sustainability and respectful of the land. Arriving here in 2020 was a unique opportunity. This firm boasts a particular terroir, with huge potential.

Two women in the wine industry. Do you still experience prejudice?

Gaby: In this area there is still a bit. However, things are changing rapidly. More and more women are choosing this profession. From my point of view, making wine is an art. You need great precision and discipline, along with plenty of creativity. I see no reason why a woman shouldn't try her hand at it.

Let's talk about organic and biodynamic management. When and why was it chosen?

Gaby: In truth, I was already interested in holistic and spiritual matters at the age of 20, and when I took over the estate I decided to apply them here. However,



01

biodynamics is a complex path, which can't be put in place from one day to the next. We began it here in our estate in 2020, when we reorganised the business founded by my grandfather Massimo Gianini. Benedetta arrived the same year and the time was ripe for implementing our biodynamic philosophy.

How important is teamwork in a business?

Gaby: Good wines are mostly made in the vineyard. This means that the ties between all those involved, from the vineyard to the winery, are fundamental. Those in the winery have to know what is happening in the vineyard and vice versa. It's important that all parties communicate and share information. In this sense, teamwork is everything. We're like a family.

Benedetta: Yes, we're a great team. Being a small

business, you have the opportunity to be involved in all aspects of the work.

What's the philosophy behind a quality wine?

Benedetta: For me it's all based on respect for the land. We have vineyards here and in Mendrisio. They're different terroirs and it's important to respect the diversity of the grapes from the two locations.

Gaby: That's right. This is the concept behind terroir wines. Making a wine with perfect, high-quality grapes. Obviously there's also lots of work to be done in the winery. It's a question of allowing the grapes to best express the terroir they come from.

Are prizes important or do they put pressure on you?

Benedetta: We like receiving prizes, but we don't go out looking for them. They give us an understanding

of what the end consumer likes, enabling us to learn about their tastes. We can also see where our products are placed compared to others.

Gaby: Some businesses chase prizes and ratings. This certainly isn't our objective. Nevertheless, it's true that certain ratings (such as the Robert Parker rating system) allow you to enter into the circle of quality international wines.

Do you have time to visit other wineries to seek inspiration?

Gaby: Not much so far. We really needed to focus on the estate. Now that everything is up and running, we'd like to make more time for this very purpose.

Benedetta (laughs): My boyfriend's already worried that we'll be visiting wineries during the holidays...



Biodynamic wining and dining

There are various opportunities to taste the wines of the Tenuta Castello di Morcote. Directly at the winery, thanks to a unique food and wine experience in the Swiss Wine Tour circuit (ticino.ch/swisswinetour). By booking a table at the Ristorante Vicania (ristorantevicania.ch), in the centre of the alp of the same name, or by staying at the Hotel de Charme – Relais Castello di Morcote (relaiscastellodimorcote.ch).



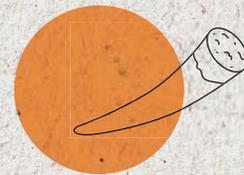
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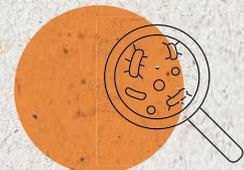
03



01. 7 hectares of vineyard. Organic grapes are harvested here when they are perfectly ripe.
02. Grapes are constantly monitored at the Tenuta Castello di Morcote to assess ripeness, weight and the condition of the berries.
03. Ancient red porphyry walls surround the barrique cellar. Gaby Gianini and Benedetta Molteni check the wines ageing in wooden barrels.



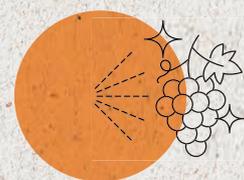
Preparation 500, based on cow dung enriched with macerated herbs, is placed in a cow horn to make a biodynamic fertiliser.



Being placed underground, the mixture ferments and is enriched with microorganisms.



A handful of cow horn manure is put into the dynamiser together with spring water: a vortex is created, spinning first in one direction and then the other.



The dynamised, or live water is then distributed around the vineyard by hand using dynamisers. The vineyard is therefore revitalised.



Next stop: Ticino's towns and cities

Each of these small cities just a stone's throw from the lake or mountains has something special that makes it worth visiting. From art to culture, incorporating architecture, gastronomy and nature. ticino.ch/cities

LUGANO

+100

museums in Ticino, incorporating art, ethnography, history and other subjects.

A STONE'S THROW FROM THE LAKE

The theatre at the LAC Lugano Arte e Cultura plays host to traditional and contemporary drama groups, dance companies, major orchestras from around the world, musical performances and popular musicals every year.

984

SEATS AVAILABLE

288

METRES

IS THE DEEPEST POINT OF LAKE LUGANO

An excursion on the electric motor vessel MNE Ceresio 1931 to discover picturesque villages and grottos on the shores of the lake, all in an environmentally sustainable manner.



MENDRISIOTTO WINE RED

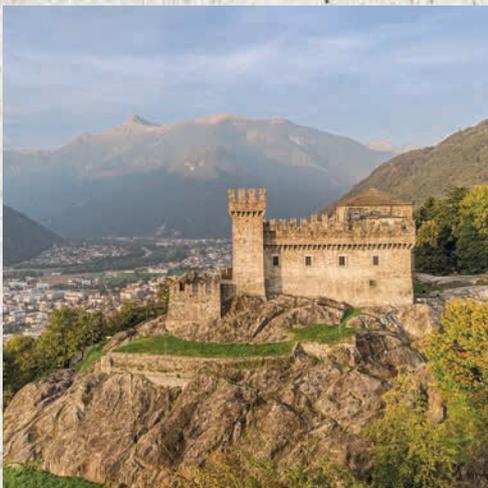
This region is well-known for its vineyards, which occupy around 40% of Ticino's wine-growing area. In late summer, visitors are welcome among the vines to experience the atmosphere of the traditional grape harvest.

LAND OF ARTISTS

Pier Francesco Mola, Vincenzo Vela and the architects Carlo Fontana and Mario Botta, all born in the region, are proof of this. 5 museums in the Mendrisiotto Art Museums network raise awareness about this wealth of culture.

MENDRISIO

BELLINZONA



3

CASTLES

UNESCO World Heritage Sites with the defensive Wall and Ramparts of Bellinzona.

AN ENJOYABLE TRADITION

The traditional Bellinzona Market takes place every Saturday in the historical centre of the city. The 80 colourful stalls sell top-quality fresh and local products.

MARKET MENU

More than 15 city caterers work alongside the Saturday market to serve up a "Market menu" packed with local flavours.

LA DOLCE VITA

The Ascona Promenade welcomes visitors all year round. A festive atmosphere in the summer and a magical one in the winter, with lights and fondues along the shore. The hills are home to the Monte Verità, which is now a conference and cultural centre steeped in history, set in 7 hectares of parkland.

12 MINUTES TO ORSELINA

From the heart of Locarno, the typical single-track funicular railway with asymmetrical points, which runs from Locarno to Madonna del Sasso, transports passengers to the sanctuary and the mountain station (Orselina). An 813-metre journey that passes through three municipalities: Locarno, Muralto and Orselina.

+300

MUSICAL EXPERIENCES

JazzAscona in June brings summer evenings to life with its concerts. Leading artists come from as far as New Orleans for one of Switzerland's biggest jazz events.

ASCONA-LOCARNO



luganoregion.com
mendrisiottoturismo.ch
bellinzonaevalli.ch
ascona-locarno.com



“I’m considered the father of telemark skiing in Ticino, and sometimes even the grandfather.”



THE TRADITIONS OF TELEMARSK AND ADVENTURES BY BIKE

From free-heel... to pedals

From telemark skiing pioneer in Ticino to promoter of cycling tourism in the Gotthard region, Hans Bandi has made a significant contribution to what the region has to offer.



A racing bike parked in the middle of the room, MTB magazines, photographs, stickers and posters for telemark skiing events and, in a corner, even some period costumes ready for the next free-heel skiing rally. The home of Hans Bondi, owner of the Bed&bike Tremola San Gottardo in Airolo (in the Leventina Valley), is packed with history and stories that the local man tells with all the passion and enthusiasm of a boy.

Hans grew up in a small mountain community at the foot of the Gotthard Massif, where everyone knows each other and where, with a certain pride, he is considered the “father” of telemark skiing in Ticino or, as he adds with a smile: “even the grandfather”.

He remembers his first encounter with this fun sport very clearly: “I was 15 and I lent a hand in the local sports shop to make a bit of pocket money. One day a Dynastar representative stopped by and left a pair of telemark skis to try.” Hans therefore taught himself initially, before being assisted by a telemark coach from the then National Masters team in Andermatt, soon growing passionate about the sport and perfecting his technique. Telemark skiing offered him that sensation of freedom that other winter sports were unable to provide. It’s no surprise that over the years this sport has aroused the interest of other followers wanting to try it out, as well as those simply interested in the origins of skiing.

TELEMARKADA: TRADITIONS AND FUN

Hans became a telemark skiing expert in 2003 and organised Ticino’s first Gioventù+Sport course (a programme for the promotion of sport in the Swiss Confederation). It marked a turnaround. The course was a real novelty: participants came from all over the canton, but the most enthusiastic were “a small group of friends from the Blenio Valley,” as he himself recalls. Over the course of the year, this same small group, backed by the Telemark Club Ticino (founded by Hans), organised the first gathering at the ski facilities in Nara. This led to the birth of the Telemarkada, a two-day event that celebrates the tradition of the form of skiing practised by downhill pioneers. It was an instant success: a combination of entertainment, amateur races in period costume, and – naturally – plenty to eat and drink, accompanied by music late into the night.

Twenty years on, the Telemarkada’s organisational machine now runs on automatic, but the people of the Blenio Valley still seem to be just as enthusiastic about this event as they were the first time.

A PASSION FOR PEDALLING

Hans Bondi doesn’t get bored during the summer months either. As soon as telemark skiing is out of the way, he throws himself into organising professional and amateur cycling events in Ticino, especially in the Gotthard region. Many of these are European competitions that visit Ticino, giving him the opportunity to help them discover the local area. A common denominator in the events is the Tremola road, which represents the Paris-Roubaix of the Alps for cyclists. The calendar is packed with events: from the ÖKK Bike Revolution on Monte Ceneri, to the Granfondo San Gottardo, and also the Leggendaria, the cycle race on vintage bikes starting in Airolo.

“The winter season has grown shorter, while the summer season lasts longer,” explains Hans. That is why, in 2018, he decided to give the Bar Simmen in Airolo a new purpose, turning it into a facility for cyclists and others too. Today, the Bed&bike Tremola San Gottardo welcomes guests from all over the world, offering them every conceivable comfort and helping to promote the region’s unique features. Hans has placed chairs at the entrance, where he often chats with passing cyclists. “All I need to do today is glance at their luggage to understand what kind of people they are and what they need.” One story leads to another and Hans Bondi undoubtedly has many more projects in the pipeline for the future.



01



02

Bed&bike Tremola San Gottardo

The ideal place for cyclists and adventure lovers who want to discover the Upper Leventina region. The facility includes a DIY workshop with small spare parts, an enclosed bike shed, an information point with maps and rental offers, a laundry for washing sports clothing, an e-bike recharging station, space for washing bikes and a rich breakfast with local products (tremola-sangottardo.ch).



TRADITIONS, FOOD FESTIVALS AND POPULAR EVENTS

In addition to the tele-mark skiing weekend gathering in the Blenio Valley in March, there are numerous other colourful events that transport visitors back in time, helping them discover the area.

Swiss Popular Music Fest

Four days – from 21 to 24 September 2023 – to appreciate the best of Swiss folk. The festival unites the various forms of this music found in all four of the country's different linguistic regions. This will be the first time it is held in Ticino.

bellinzona2023.ch



Smoke from the grà

Between October and November, Canton Ticino celebrates the chestnut – and its many culinary uses – with festivals and events dedicated to it. In the municipalities of Moghegno, Vezio and Cabbio, it is still possible to see the grà (a building for storing and drying chestnuts) being filled.

ticino.ch/grà

La Belvedere – Mendrisio

A non-competitive cycling event on the roads that have written the history of cycling. With period bicycles and more, featuring a blend of sport, good healthy fun and culinary tradition. Set off perfectly by the colours and flavours of the Mendrisiotto.

ticino.ch/belvedere



03



01. The ancient Tremola road: the most important link between north and south, with a past steeped in history.
02. Reaching the top gives great satisfaction. Here you will find the recently renovated Ospizio San Gottardo.
03. Hans Bandi organises professional and amateur cycling events in the summer.
04. From Airolo to the Gotthard Pass: 4 km, 300 metres of elevation gain and 24 hairpin bends, each with a local dialect name



04



TO THE
VIDEO

“Bosco Gurin is a village steeped in history and legends. The energy of the mythical Weltu people becomes apparent as you rest in your hammock.”



IN THE MAGGIA VALLEY WITH ZITA SARTORI

Living the dolce vita in a hammock

Rent a hammock to experience pure sensations in the unique setting of Bosco Gurin. The Ggurijnar Hermi project gives you the opportunity to discover slow tourism, coming into contact with the locals.



Would you like to swing gently between two larches as you listen to the great tits? Enjoy the thundering sound of the river, breathe in the scent of the meadows and woods, read a book or even just doze, lulled by the rocking movement? It doesn't take much: simply rent an ultralight hammock and set off to discover the twelve stations dotted around the village of Bosco Gurin. Ggurijnar Hermi is a project developed by Zita Sartori. It was launched in summer 2021 and is making a positive name for itself in the tourist industry. Thanks to a widespread rental network integrated with the various businesses in the Walser village, visitors have the opportunity to come into contact with the local community before immersing themselves in the fairy-tale landscape in total harmony with nature.

An experience of sharing suitable for all, where you can relax, reconnect with yourself and appreciate the age-old history and culture that mark out this characteristic mountain village, which is the highest in Canton Ticino.

Putting up a hammock in natural surroundings and enjoying the landscape in total relaxation: how did this idea come about?

I was writing my master's thesis during the pandemic and I decided to go up to Bosco Gurin. I spent several months here and I experienced the village, its beauty and the unspoilt nature for myself. I took breaks from studying in a hammock and I realised that I wanted to share this sensation with other people.

What's the link between hammocks and the Walser people?

The hammocks are like flags that express my desire to introduce people to Bosco Gurin's beauty and uniqueness. It's an amazing spectacle. All you have to do is stop, put up your hammock and enjoy the view. This is why I decided to give the various hammock stations names in the Ggurijnar-titsch language.

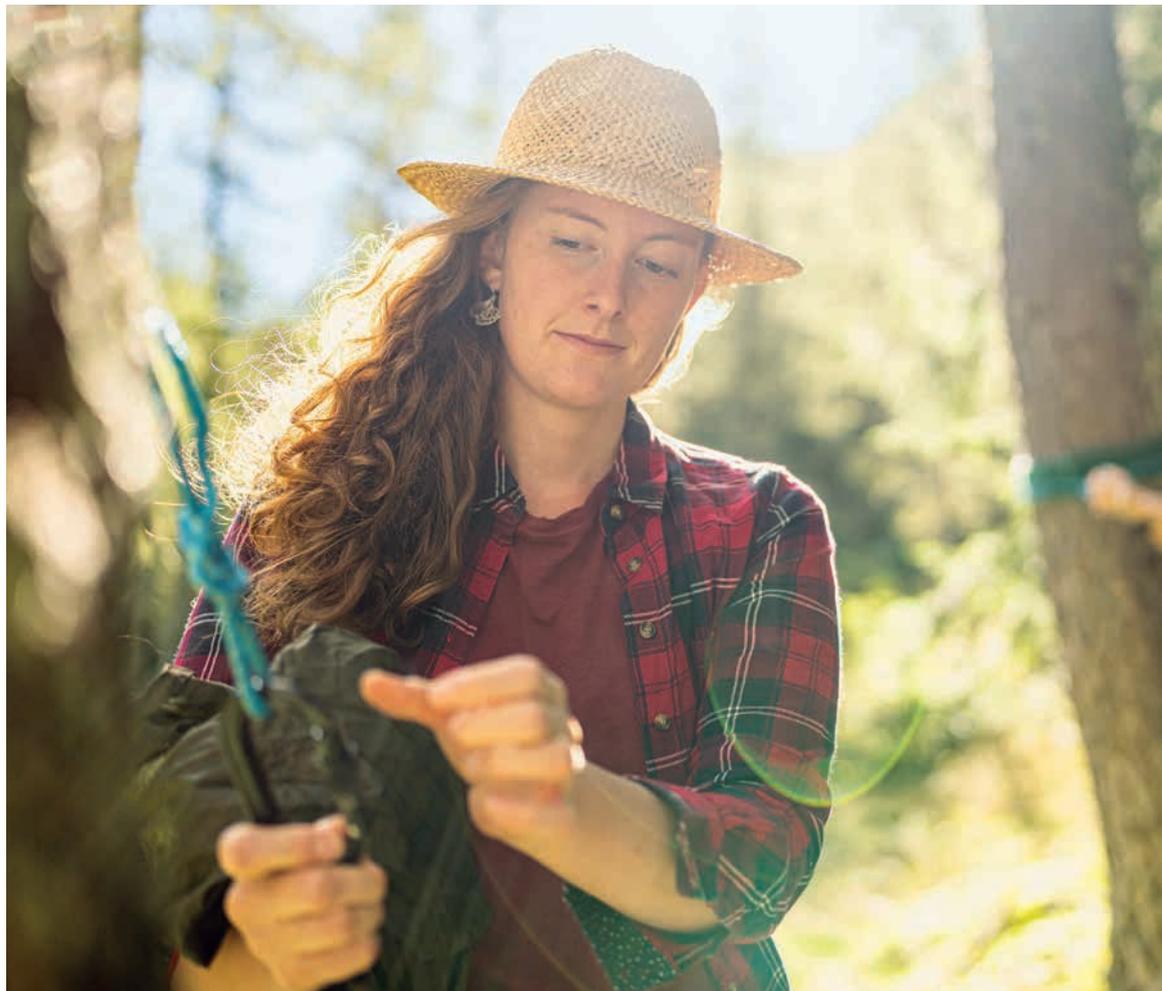
The project name – Ggurijnar Hermi – also features the Walser dialect. What does it mean?

"Hermi" is what the "guri-ner" (inhabitants of Bosco Gurin) called the places where they stopped to rest, taking a break from making hay. They're rest places used by Bosco Gurin's inhabitants.

Why Bosco Gurin?

I'm from Bosco Gurin originally. I spent my weekends and summers here as a child. It feels like home, and although I don't live here all year round my Walser roots are very important to me. I wanted the project to have a cultural basis too and to allow people to discover the village and its traditions, to explore the area and, above all, to come into contact with the local community.

Is this why the hammocks can be rented from the bakery?



01

Exactly! And not just there. They can be collected from and returned to three points: the village bakery, the Walserhaus Museum and the Bed and Breakfast Casa Moni. This enables visitors to meet local people and talk to them. They then use the map (available online or in paper format) to find their preferred hammock station. It's really easy. Even a child could do it!

What do you mean?

When choosing the spots for putting up the hammocks, I involved children who live here all year round. I asked them to take me to the places they thought were the most interesting. What's more, when deciding what height to hang the hammocks, I made sure that the children could put them up on their own.

There are twelve hammock stations at the moment, right?

Yes. I made sure that they're all different and that there are places suitable for everyone. Some stations are closer to the village centre, so that they're easily accessible for families. Others are further away and sometimes you need to take care when getting into the hammock. I usually place the hooks along signposted trails, so that those who do the walk can stop and hang up their hammock.

Stopping, relaxing and admiring nature...

It might sound obvious, but it's not. After spending a bit of time in a hammock, even I start reflecting on what I need to do, the emails I have to send, the phone calls I mustn't forget. And yet today it's important to stop and do nothing, even if just for a moment. A restful break, in short. By admiring the landscape and immersing yourself in nature, you have a chance to reconnect

with it and really detach yourself from the frensy of daily life.

Who is this slow tourism for?

It's an experience that everyone can enjoy. Visitors passing through Bosco Gurin, but also local families, children and everyone holidaying in the village who wants to try a different activity between one trip and the next.

Bosco Gurin today. And tomorrow?

The project is deeply rooted in the local area. It would be difficult to implement elsewhere. However, other people could certainly use the idea – or at least the same philosophy based on conscious and slow tourism – and apply it in other places.



Take a break in a hammock

Online you can find all the stations – equipped hammock points – near the Walser village. They are checked regularly and new ones are sometimes added over the course of the year. Hammocks are rentable from May to September (ticino.ch/hammocks).



02



03



01. Zita Sartori's Ggurijnar Hermi project combines the pleasure of getting to know a local spot with a love of nature. What's special? The names of the various stations in the local language.
02. Named one of Switzerland's most beautiful villages, Bosco Gurin is the highest settlement in Ticino and welcomes snow lovers to its ski slopes in the winter.
03. The 12 stations are located in different areas, with something for everyone. Some of them are suitable for hanging a number of hammocks so you can enjoy the day in company.

CLOSE TO NATURE

Full immersion in nature, a spectacular walk, a swing by the lake and even a dance in the woods! Ticino offers all sorts of activities for those who prefer to travel with the environment in mind.

Relax at the base of the waterfall

A yoga trail that unfolds near the Piumogna waterfall (Leventina Valley), giving people the opportunity to reconnect with themselves and experience the sensations, colours and sounds of this energy-giving location. ticino.ch/piumogna

Innerwalk Project

The Innerwalk project connects the discovery of trails and places of spiritual energy with yoga, ecstatic dance, sound design and guided meditation. It can be experienced in groups or on your own. ticino.ch/innerwalk

A suite beneath the stars

On Monte Generoso, you can stay overnight in an elegant wooden house with a glass roof that won the prestigious BIG SEE Tourism Design Award in 2022. It is located at 1,202 metres, close to the Bellavista intermediate station. The latter, which has been completely renovated, offers a farm-to-table gastronomic experience for all foodies! ticino.ch/momo-bellavista



Family-Friendly Holidays

Themed trails, playgrounds, bespoke accommodation and all kinds of entertainment: Ticino is great fun! An area extending over 2,812 km² where families are welcome to enjoy small moments and great experiences. ticino.ch/family

FAMILY DESTINATION

The Lake Maggiore and Valleys region is a tourist destination **suitable for children** of any age, certified by the Swiss Tourism Federation.



FLYING HIGH

+30 raptors can be seen at the Falconry in Locarno. One of the region's most magical attractions! The birds unfurl their wings and soar over spectators' heads, enchanting everyone who visits.

A WILDLY POPULAR TRAMPOLINE

Leaping into the air from a breathtaking height? There are 5 different heights at the Lido Locarno: **from 1 to 10 metres** for the most daring jumpers.



Treasure hunts in Ascona-Locarno are the best way to explore the region together with **Pardy, the adventurous mascot**.

POOLS AND WOODS

In the Lugano region, Splash&SPA Tamaro guarantees fun thanks to the slides and wave pool. Monte Tamaro is also home to an adrenalin-boosting **adventure park**.



A VISIT TO SWISSMINIATUR

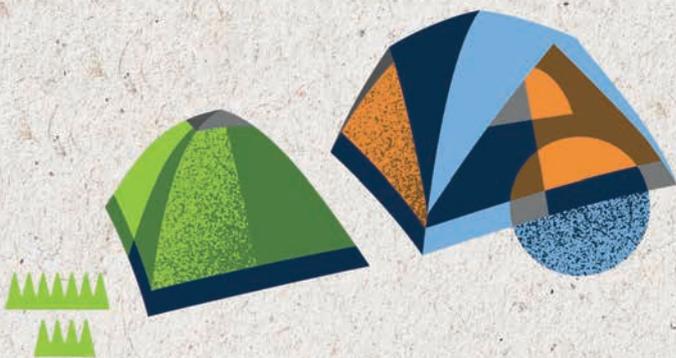
+120 models of famous Swiss monuments in 1:25 scale: all in a magical place on the shores of Lake Lugano. It is also fascinating to see, on special days, the models being created and restored in the workshops.



+200 animals at the Zoo al Maglio, Ticino's only zoo. Popcorn-stealing racoons, turtles and tortoises, and even the famous snow leopard!



+35 campsites in Ticino, offering everything families could wish for.



CHILD-APPROVED

The Piottino Gorge, carved into the gneiss of the Leventina over thousands of years, winds its way along the educational trail with **4 learning stations**.



ONE ROCK AFTER THE OTHER

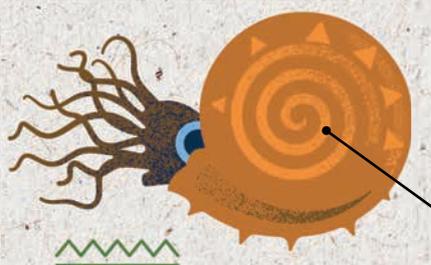
Even children can try their hand at **bouldering**. Climbing boulders and walls is fun and safe, especially indoors, for example at the Alpha Boulder Gym in Giubiasco.



There are **3 digital treasure hunts** in the Bellinzona and Valleys region.

The King Ibex, Drina the Salamander and German shepherd mascots need help to solve the puzzles.

AT THE FOSSIL MUSEUM, you can immerse yourself in the **ancient Triassic Sea** of Monte San Giorgio, while at the Tremona-Castello Archaeological Park, you can explore a mediaeval village.



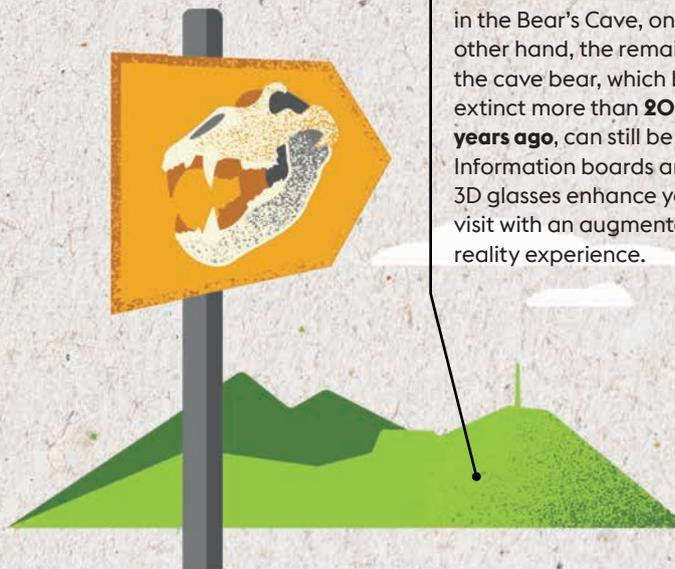
A VIRTUAL TICINO

In Mendrisiotto, wearing special glasses, one can step back into the Neolithic and **other periods of the past**. ticino.ch/virtual



ON MONTE GENEROSO,

in the Bear's Cave, on the other hand, the remains of the cave bear, which became extinct more than **20,000 years ago**, can still be seen. Information boards and 3D glasses enhance your visit with an augmented reality experience.

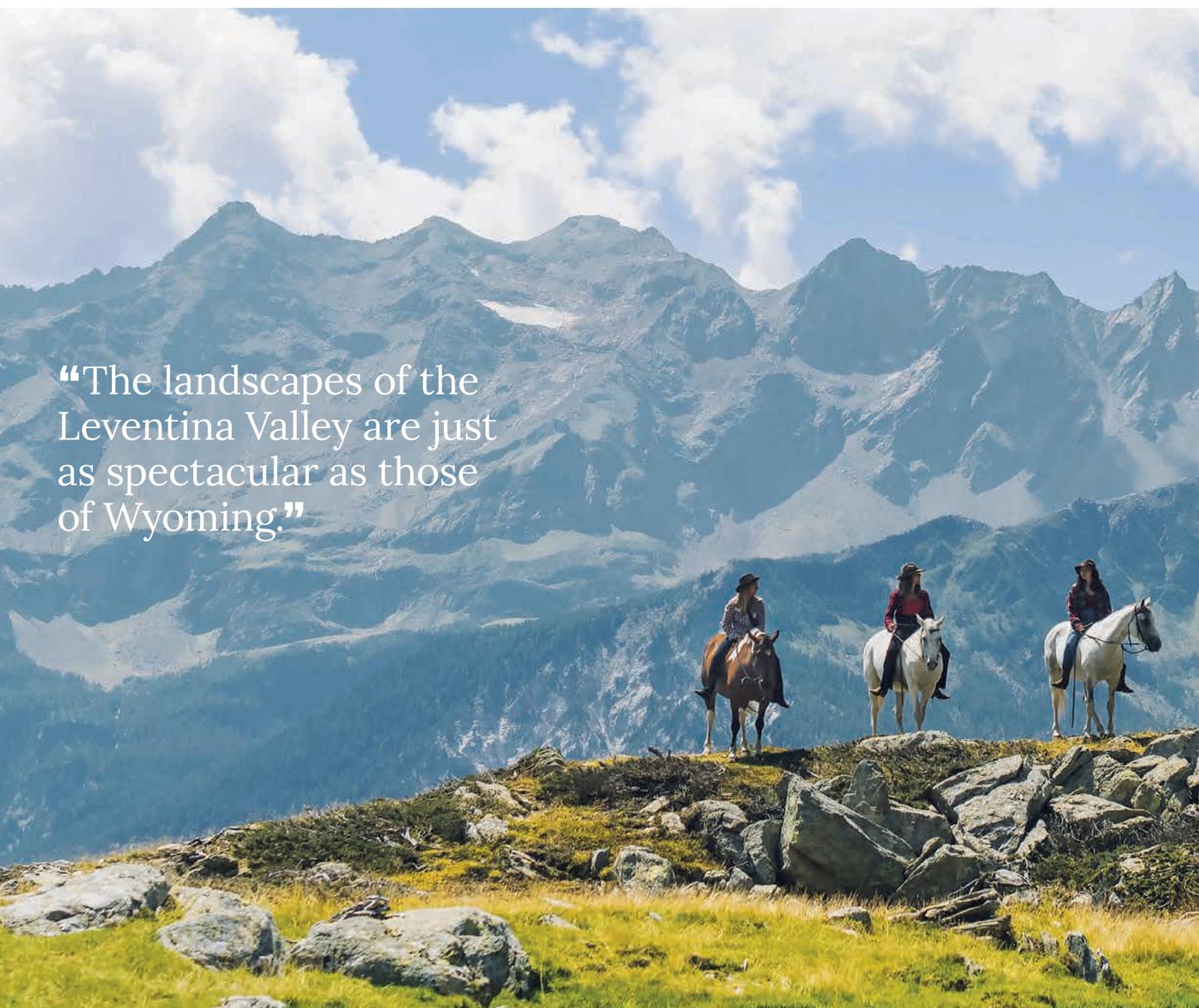


FROM CANADA TO THE LEVENTINA WESTERN

A passion for riding

Admire the breathtaking scenery of the Leventina Valley on horseback, stay the night in a yurt at the top of a mountain pasture, savour fresh cheese, slow down ... and appreciate the simplicity of life as it used to be. These are the ingredients of the original treks offered by Eva Arnoldi with her Leventina Western.

“The landscapes of the Leventina Valley are just as spectacular as those of Wyoming.”





Eva's group of expert young riders galloping through the Leventina Valley. The offer is for experienced participants only.



Having grown up in the Mesolcina, Eva Arnoldi always spent the summers with her father in the Leventina Valley, at the Marachiei farm in Osco. Her love of nature and, above all, her interest in horses was born there. Even as a little girl, she used to accompany the goats up to the alps on horseback. Her memories of these uphill treks and the herd of free-roaming horses in the alpine pastures inspired her to combine her passion with a career as a dairywoman: a combination that has proved a winning choice over the years. Today Eva is mother to three children and divides her time between the family farm – where she works with her father and husband – and the horse riding business she founded: Leventina Western.

FROM CANADA TO THE LEVENTINA

And to think that she wanted to teach textiles... instead, after completing her studies at the Plantahof school in Landquart, Eva spent a period of time at a stud farm in German-speaking Switzerland. She then went to Canada to visit her uncle, where she learned about Western riding. Here, amidst endless valleys and huge open spaces, she perfected her technique and learned that riding is not just a pastime, but first and foremost a means of transport. “In Canada,” explains Eva, “riding is approached differently than in Europe. Farmers go out in the morning and return in the evening without ever having left the saddle, even when the route is difficult. They just let the horse get on with it and find the way, exactly as they would do on their own in the wild.” This is a philosophy that Eva appreciates and brought back with her to Osco.

Ultimately, the call of the family farm proved too strong, and in truth the Leventina scenery is just as spectacular as the landscapes in Canada. As well as working as a dairywoman, she soon developed a business all of her own involving horses, founding Leventina Western in 2010.

RIDING TO COMBAT FEAR

“Lots of people are scared of horses,” says Eva. “Until I turned 13, I was scared too. It was only by facing my fear that I managed to have more faith in myself and respect for my horse. With Leventina Western I wanted to help people overcome their fears surrounding horses and to introduce them to the unspoilt nature found in our area.” It wasn’t easy at first. With a saddle in her car at all times, Eva mostly rode other people’s horses. She then gradually managed to acquire her own and started offering summer camps and courses for children. Subsequently, she added rides and even treks lasting several days.

SLOW-TREKKING

There aren’t many people offering trekking high up in Ticino’s mountains. The trails are sometimes challenging and you need to have suitable, calm and well-trained horses. Over the summer, Eva makes her 8 horses available



01

and provides different types of treks. One of the most popular is the “Crazy Horse Memorial”, which departs from Giornico and makes its way to the Piumogna Valley, all the way to the Alpe Geira, over the course of two days. Participants ride along the route, trotting from time to time, but mostly progressing slowly, providing time to admire the flowery balconies and typical narrow streets of the villages they pass through on their way to the enchanted forests and green mountain pastures. “In certain sections of this trek it’s like being in Wyoming. The Leventina Valley is spectacular and riders are always left open-mouthed,” laughs Eva. The picturesque landscape has also prompted her, together with a Native American enthusiast friend, to combine the trek with a special moment: in the evening, around the fire, participants listen to music and hear the story of Crazy Horse (one of the greatest Native American leaders. The Crazy Horse Memorial Ride is held every year in his honour in the Native American Pine Ridge reserve). After the day’s exertions, energy is restored by tasting local produce, including fresh cheeses from the Marachiei farm.

Another high-altitude nature trek makes its way to the family’s alpine pasture of Pian Cavallo (2,100 m a.s.l.), where it is possible to spend the night in a yurt: a magical atmosphere is guaranteed.

Organising treks from May to September is time consuming, requiring plenty of teamwork that involves the entire family. Although she doesn’t have much time to herself, Eva feels amply repaid by the enthusiasm of her loyal clients, many of whom return year after year.



03



01. *Sleeping in the yurt on the Marachiei farm is a spartan experience for real cowboys.*
02. *The beautiful, sweeping landscapes of the Leventina Valley act as a backdrop when returning from the Pian Cavallo Alp towards Osco.*
03. *Thanks to Leventina Western, Eva Arnoldi can share her passion for the local area and horses. A total of 11 horses run free in the farm's pastures.*



02



Leventina Western

From January to May, Eva organises riding lessons and rides for adults and children at the ranch in Giornico. Treks take place from June to November, offering a chance to discover the Upper Leventina Valley. There are also summer camps for children wanting to learn more about the world of riding (ticino.ch/leventinawestern).

ANIMALS AS A FRIENDS

There are all sorts of opportunities to discover Ticino's diverse landscape in the company of animals.

Donkey riding

The city of Mendrisio has been holding its Palio since 1983: entertainment and a chance to get together. Participants, divided according to the city's 6 main neighbourhoods, compete in Mendrisio. The centrepiece of the event is a donkey-riding challenge to win the trophy. ticino.ch/donkeyrace

Lama Trekking

Simple half-day walks, or treks lasting two or more days in the spectacular setting of the Centovalli, accompanied by lamas. Exceptional guides, these tame and sensitive animals, accompany you on your discovery of the many paths that wind their way up from Monte Comino. The adventure begins at Verdasio station, where you walk to the cable car that takes you to Monte Comino. ticino.ch/lamatrekking

Farm brunch

A special day starts with a rich farmer's breakfast. On 1st August, the Swiss National Day, numerous farms in Ticino open their doors! Based on local, farm-to-table products, the traditional breakfast is an opportunity to get closer to the farm animals and the everyday life of Ticino agriculture. contadinisvizzeri.ch



TO THE VIDEO

WHEN HOSPITALITY MEETS SOLIDARITY

In the land of fireflies

On the slopes of Monte San Giorgio, a campsite and a social enterprise surrounded by greenery focus on sustainability, comfort and solidarity. The watchword? Respect: for nature, animals and the rich history of the local area.

“It’s a unique campsite,” explains Nadia Bernasconi, Director of Camping Monte San Giorgio and Ca.Stella FARM, “because it’s located in a special habitat within the UNESCO site of Monte San Giorgio, which this year celebrates its 20th anniversary. One of the first fossils discovered in this area was found right here at Ca.Stella. And then there’s the beautiful village of Meride to discover, one of the most picturesque villages in the Mendrisiotto and a settlement of national importance.” With a master’s degree in Social Enterprise Management, Nadia has worked extensively on humanitarian aid projects in the field of education in different parts of the world. Since 2020, she’s been in charge of the two facilities, Camping Monte San Giorgio and Ca.Stella FARM, created at the behest of Carlo Crocco, chair of the “Main dans la Main” foundation and generous promoter of child protection initiatives.

A MAJOR PROJECT

The Camping and Ca.Stella FARM are two facilities that form a single major project. “Carlo fell in love with this strip of land (where there was once a factory used to make a medicinal skin care ointment called Saurolo) and decided to turn it into a social enterprise,” Nadia explains. After years of work, Ca.Stella FARM opened its doors in 2021: farmland, a house (with 24 beds) and lots of animals for pet therapy. All targeted at associations, organisations, foundations and schools dealing with young people. In order to make the initiative more economically sustainable, the nearby Monte San Giorgio campsite was also purchased, where numerous improvements were carried out too. The renovation project also involved teenagers from special schools in the Sottoceneri area, allowing them to integrate professionally. Some of them are still involved with the maintenance work at both facilities today.



01



02

TEPEES AND GLAMPING TENTS

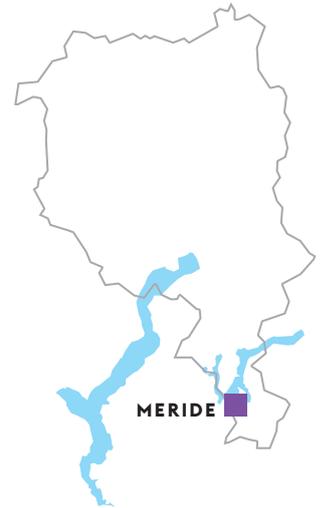
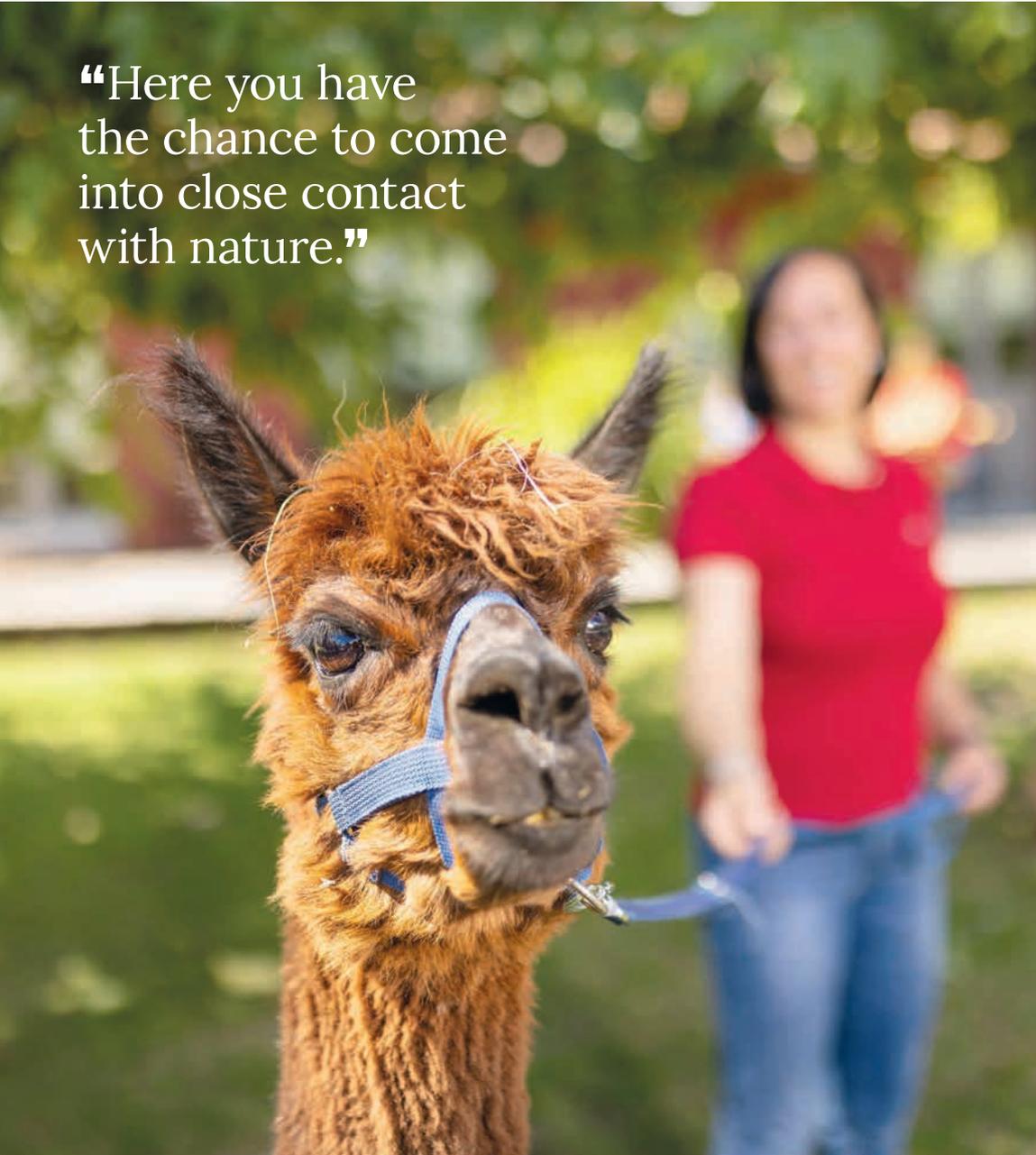
The result of so much effort is now clear to see: the campsite embraces respect for nature and is oriented towards a green, environmentally aware and sensitive tourism. In addition to a modern swimming pool, the accommodation also offers the possibility of an original experience by staying in a tepee or inside a glamping tent that meets every need. “We offer a total of 5 tepees (each able to accommodate up to 4 people) and 7 glamping tents (for a maximum of 2 people),” specifies Nadia. “In the evening the fireflies

create a magical atmosphere.” This fashionable offering is very popular, and not just with tourists. “Local families from Ticino also often book the tepees for the weekend to offer their children a different experience. In addition, many educational institutions in the area rent them for their mountain schools.”

TOURISM ON TWO WHEELS

The Mendrisiotto is also known as a land of cycling. “Our idea was to also offer these cycling lovers the possibility of a stay without sacrificing comfort. That’s why the glamping tents are equipped with

“Here you have the chance to come into close contact with nature.”



01. Sunny, Sissi, Silas, Pioggia, Dara, Jupiter, Aria and Achito. 8 friendly and curious alpacas.
02. The historic Spinirolo factory in Meride, which has been fully renovated and offers accommodation and leisure, educational and group activities, including some with animals.
03. Ca.Stella FARM guarantees a suitable environment for their animals and offers pet therapy sessions.
04. Enjoy alpaca walks along the local footpaths in the area, accompanied by a guide.

03

bike racks, while the pitch with the pillars allows e-bikes to be recharged,” Nadia adds.

ALPACA TREKKING

Another activity reserved for campsite guests is alpaca trekking. “It offers tourists the chance to discover the surrounding area and also see what we do at the social enterprise,” explains Nadia. The alpacas live on the farm with the other animals used for pet therapy. Upon prior request, during the week, the guides organise walks along the trails in the area.



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NEW RESTAURANT

The latest news concerns the campsite catering. The grotto has been transformed into a restaurant. The culinary offering is varied and focused on families' needs. "We want to offer a cuisine that respects the territory and the seasons, working with local suppliers and using, where possible, farm-to-table products grown in the Ca.Stella FARM vegetable garden," explains Nadia. "In the future, we'd also like to create simple menus, maintaining quality while keeping the costs low. We'd therefore cater not only for campsite guests but also for families in the area."

In this enchanting microcosm on the slopes of Monte San Giorgio, nothing is lacking and hospitality goes hand in hand with solidarity.



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One place, numerous activities

Situated on the banks of the River Lanza, the Camping Monte San Giorgio (ticino.ch/camping-msg) is open from April to early November. It's just 10 minutes away from the Ca.Stella FARM (ticino.ch/ca.stella-farm) social enterprise, where you can book alpaca trekking (ticino.ch/alpacatrekking).



- 05. Unusual accommodation makes your group holiday even more fun at the Camping Monte San Giorgio.
- 06. The campsite offers 5 teepees: traditional Native American tents.
- 07. Fireflies bring a touch of magic to summer evenings at the campsite.

SUSTAINABLE EXPERIENCES

Ticino offers numerous options to those looking for an eco-friendly holiday.

Room with a view

At just 45 minutes from the Carasc Tibetan Bridge, the Birdbox Curzútt is a small structure (ideal for 2 people) immersed in the greenery from which you can admire the surrounding nature.

ticino.ch/birdbox-curzutt

 **Dive into the past**

In the Rovana Valley, one of the main side valleys of the Maggia Valley, nature conceals a treasure from the past. The Cà Vegia, a carefully restored old building, offers a gas- and electricity-free stay where you can enjoy a zero-impact experience.

ticino.ch/cavegia

Swinging between trees

What could be better than spending some time outdoors, having fun in the fresh air? Sit back, breathe and enjoy using the Swing the world swings, positioned in the most scenic locations in Ticino.

ticino.ch/swingsticino



EXCURSIONS WITH DOGS

Ticino Furry Friends

Let Argo, Naira and Lea inspire your next adventure. “If there’s one feeling we wish we could bottle and share with the world, it would be the way nature makes us feel: more alive, freer and stronger.” Pleased to meet you! We’re Stephanie and Arianna, and our blog features our days out, adventures and trips with our 4-legged friends (Argo, Naira and Lea). In Switzerland and abroad, but above all in our beloved Canton Ticino! 8zampeontheroad.ch

GREEN AND FUN

The Muggio Valley is packed with surprises: green meadows, history, picture-postcard scenery, woods and villages to visit. We want to help you discover Ticino’s southernmost valley with

this beautiful excursion that starts in Morbio Superiore. But do you want to know the real surprise at the end? A dive into the pool for your 4-legged friend!

SUMMER IN THE VALLEY

This excursion is perfect for the summer, when the temperature lower down is too high for your dog. From Dagro to the Capanna Quarnei mountain hut for a delicious lunch or a night under the stars and a refreshing dip in the little lake in the Malvaglia Valley the next day.

WALKING IN THE MOUNTAINS

Are you looking for a walk with a unique and unforgettable view? Are you and your dog hardened walkers? Or do you prefer a simple stroll in a natural setting?

The Monti di Lego offer something for everyone, from the most energetic to the couch potatoes, with a simply stunning view over the Locarno area from the top. What’s more the Monti di Lego mountain hut will treat you to a few mouthwatering dishes washed down by an unmissable glass of Merlot or a Gazzosa. Dogs are welcome in the hut common room.

SAN CLEMENTE WOOD

This walk takes you to a wood that we really love! Do you know why? It’s predominantly a beech wood and in the autumn diving into the piles of leaves that line the path is a real must. No irritating prickly chestnut cases for our dogs, but just lots of fun! And what about us? A beautiful wooden sculpture trail called ArtInBosco.

DO YOU LOVE THE SNOW?

Fun is guaranteed in Cari! Hire your pair of snowshoes, explore the sunniest point of the Leventina Valley in winter, stop for lunch at the Prödor hut or take the chairlift up to Betulin du Lei for a tasty fondue. This is an obligatory stop for us every winter and dogs travel free on the chairlift!



READ THE
WHOLE ARTICLE



01. Enjoy a well-deserved break at the Monte Bar on the summit with a view of the bay of Lugano and its surroundings with your 4-legged friends.
02. Stephanie and Arianna with their 4-legged friends Argo, Naira and Lea. A close-knit team always ready to discover new dog-friendly outings.



01 02



DISCOVERING TICINO'S MEDICINAL HERBS

Land of herbs and spices

Passion, creativity and an extensive network of local organic and farm-to-table producers: in just a short time, Simone Galli, director of Erbe Ticino, has revived the cultivation of medical herbs in the canton.

Raise your hand if you haven't tried a Tisana Olivone or a refreshing cold herbal infusion? If you're in Ticino, it's very likely that the drink you're savouring comes from one of the many Erbe Ticino-branded medicinal herb cultivations dotted throughout the region.

Tea bags, like many other herb-based products, conceal a whole world of different processing steps involving an extensive network of partners. This complex project is headed by Simone Galli, a young entrepreneur who has revitalised the medicinal and aromatic herbs of his region in just a few years.

Everything began in 2015 during a dinner with a group of investors. When chatting between one mouthful and the next, a decision was made to take over the Cooperativa Cofit based in the Blenio Valley, a local business specialising in the cultivation, production and sale of herbal products that was in danger of disappearing. This led to the foundation of Cofti.ch SA, and Simone was put in charge of relaunching it under the Erbe Ticino brand.

A HIGH-PERFORMANCE SUPPLY CHAIN

Simone set to work straight away and developed – alongside the already well-established collaboration with Caritas Ticino – a fundamental synergy with the Istituto Agrario Cantonale in Mezzana, and with the Fondazione San Gottardo (“Orto il Gelso”, vegetable garden) in Melano.

But how does a medicinal herb supply chain work? And, above all, where do the herbs end up? “The first step,” explains Simone, “is sowing the seedlings. This is something that takes place in Pollegio thanks to Caritas Ticino. Once ready, the seedlings are dispatched around the region. In greater detail, they are transported to the various project growers and partners. Once they have grown, they are then cut. Thanks to our local climate, this takes place between 3 and 5 times during the season. At this point the herbs are sent to the Fondazione San Gottardo, where they are dried for 2 or 3 days at 45°C.

“We focus on enhancing the cultivation of aromatic herbs.”



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After drying, the herbs are ready to be delivered to the various partners that transform them into the end product. Alternatively, they are sold as raw ingredients to our customers.”

FROM HERBS TO ... CHILLIES

In addition to growing herbs, chilli peppers have also been grown at the Istituto Agrario Cantonale in Mezzana since 2018. Initially, it wasn't easy to establish the right balance of potting soil, greenhouse climate and the whole drying process too. However, perseverance paid off. Today

chillies account for a good part of Erbe Ticino's production, with around 10 different varieties in total.

MONTE GENEROSO TISANE AND THE HERB GARDENS

The Monte Generoso Tisane, born out of the collaboration between the Azienda Agricola Bianchi in Arogno and the Ferrovia del Monte Generoso (FMG), is a particularly interesting product on the market. Simone had been supplying the Fiore di pietra restaurant with his products (drinks, tisanes, salts) and, given the growing interest, the



- 01. 100% organic products. Simone Galli has run Erbe Ticino with passion and creativity since 2015.
- 02. Sage, marigold, thyme, lemon balm, chamomile, sunflower, rosemary, lemon verbena: just some of the flavours used by Erbe Ticino.

idea came about to create a customised tisane for guests visiting the peak. The blend contains edelweiss, an emblem of Switzerland that is also rich in beneficial properties. The Azienda Bianchi grows it on the mountain slopes. “This is the added value,” explains Simone. “Looking at the peak, you can see the area where the tisane is produced.” In the Mendrisiotto a growing number of small local businesses are taking an interest in Erbe Ticino and have decided to create an herb garden for private use. The Masseria La Tana in Rancate is a good example. This



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event venue grows different varieties of herbs in its grounds, which can be used by its chef in its menu as required. In the space of just a few years, the world of Erbe Ticino has expanded and branched out, offering unique products with high quality standards. But Simone isn't someone willing to rest on his laurels and he still has a lot of aces up his sleeve to play. One of them is to ensure that Ticino becomes known as the quintessential land of aromatic herbs in the future.



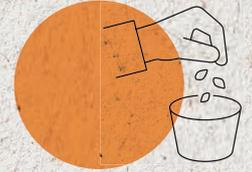
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- 03. Seseglio is one of the numerous plantations dotted around Ticino where the medicinal herbs are grown.
- 04. Ticino chilli grown in greenhouses in Mezzana is harvested by hand and then dried for 4-5 days in Melano.

Ticino regio.garantie quality mark

As well as being Bio Suisse Bud certified, Erbe Ticino raw materials (erbeticino.ch) are part of the Ticino regio.garantie quality mark (ticino.ch/regiogarantie). You can buy them from large retail outlets, as well as village shops, from the manufacturer itself or from the online shops.



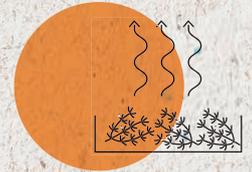
Sowing seedlings in Pollegio (Caritas Ticino).



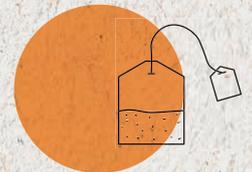
Once ready, the seedlings are relocated around the area and planted in the fields.



Cutting takes place between 3 and 5 times during the season (from May to September).



Once cut, the herbs are sent to the Fondazione San Gottardo where they are dried for 2 or 3 days at 45°C.



Erbe Ticino makes more than half a million tea bags per year.



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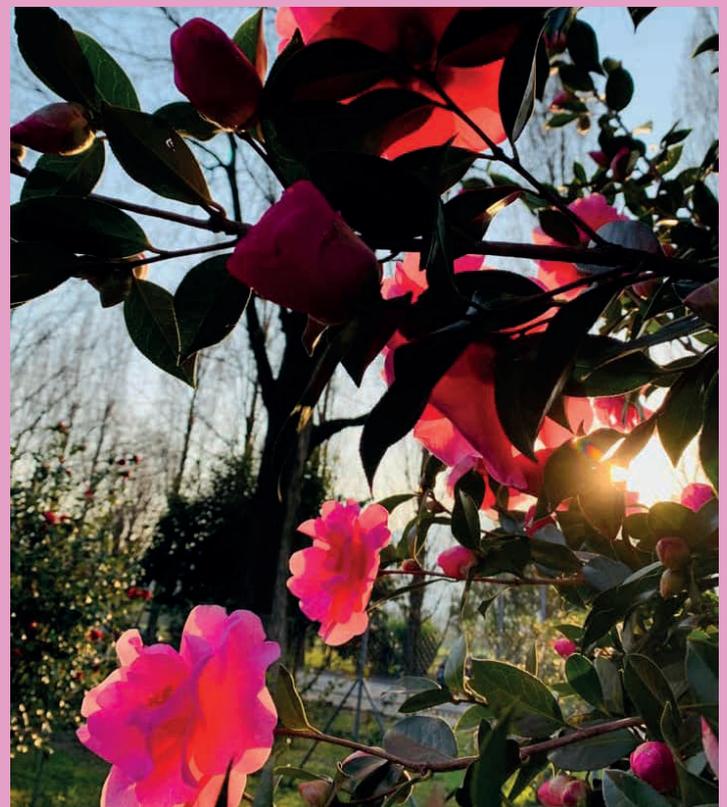
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Thanks to you

We asked our community to share photos of the most beautiful camellias. From dynamic pinks to hints of red, to contrasts with the green foliage: these 2 pages are a real treat for the eyes! The infinite hues of Ticino Camellia Pink await you in the spring. ticino.ch/colori

#TICINOMOMENTS

Ticino's colours



01. Ruth Beugger
02. Alessandro Prontera
03. Jolanda Ernst
04. Patrizia Perencin
05. Liliana Mornaghini
06. Kayo Hama
07. Oscar Leuenberger
08. Carlo Stähli
09. Michelle Liou
10. Sonja Oppliger



07

Exceptional emotions can most accurately be described through exclusive colours. In partnership with Pantone Color Institute, 10 colours have been identified that best represent Ticino. One that really stands out is bright and cheerful Ticino Camellia Pink.



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Caro Ticino

It was the summer of 2003 and I was 17 years old. The heat melted the asphalt, the air was still and the journey from Vezia to the Locarno area would have taken more than an hour, but I wanted to go swimming in a lake that wasn't the one around the corner: Lake Lugano. It was a naïve, possibly senseless wish, but during the teenage years it only takes a breath of wind to inflame a spirit. I put on my helmet, got on my scooter and headed north. It was small, yellow and did maximum 45 km an hour downhill (with a favourable wind) and I'd never used it to venture outside the Lugano area. It was the first time I'd crossed Monte Ceneri without getting the train or hopping in a relative's car. I was therefore all alone as I experienced the fear the engine would break down halfway up, together with the sense of surprise triggered by every hairpin bend at the end of the descent. It was a short distance, but for me it was synonymous with independence and freedom.

A leap forward 17 years and it's now summer 2020. I'm travelling the same roads, but this time on a Harley-Davidson. I skirt the shores of Lake Maggiore and turn right at Brissago, in the direction of Cortaccio. I've set off to discover the paths that smugglers and bootleggers used during the Second World War; a fundamental stage for my latest book, "Il coraggio di Lilly", that will also take me to Ascona and the surrounding area. The story centres around Lilly Volkart, an educator from Zurich who took in over 4,000 children in a house near Monte Verità, until 1988, the year of her death. A story that reminded me (once again) how crucial it is to personally explore the setting for your novel.

I write for various reasons, one of which is to capture stories from an area I now know well and that I'd never picked up on before. You have to change the direction of your gaze, dig where you need to and tell the story, preserving the sense of wonder experienced by someone discovering a place for the first time. I'm lucky to live in a corner of Switzerland that has been a place of departure, passage and arrival for thousands of people. Mountains and valleys that conceal so much life and so many beginnings that it's impossible not to get excited about them, even after so much time.

Dear Ticino, I can't tell you where I'll be once another 17 years have passed. Perhaps I'll still live around here, I'll probably be riding another bike, I'll definitely still be writing. But I'm sure of one thing: whatever we will have become in 2037, just a day at the lake or a good story will be enough to find ourselves again, exchange a glance and understand that – despite the passing of time – certain things never change. And our connection is one of them.

Mattia Bertoldi



©Elizabeth La Rosa

Mattia Bertoldi was born in Lugano in 1986 and grew up amidst the tables of the family-run grotto. After graduating in Italian and English literature and language at the University of Zurich, he devoted himself to writing in different fields. Today he works for the communications department of the Ticino government and is editor-in-chief of the wine and food quarterly *TicinoVino Wein*. His latest novel focuses on the story of Lilly Volkart in Ascona and is published by TEA/tre6O.

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