

**It's triplets for the Fiore di pietra, which for the third consecutive year running is officially the most beautiful meeting room in Ticino and one of the most beautiful in the whole of Switzerland!**

As many as 58,394 people, including organisers/organisers, visitors/visitors and an independent jury of specialists, gave their assessment as part of the Swiss Location Award® 2023: the Fiore di pietra is once again officially one of the top ten most beautiful meeting locations in Switzerland!

"Who said that a meeting or corporate convention cannot turn into an unforgettable experience? At the Fiore di pietra, even a business moment can become something unique," says Monica Besomi, Head of Marketing & Communication and Vice-Director of Ferrovia Monte Generoso SA. "We are really excited about this third consecutive award, which elects the Fiore di pietra as one of the most beautiful meeting locations in Switzerland and the best in Ticino. Having been awarded 9.3 out of 10 points and the corresponding 'Outstanding' Seal of Quality of the Swiss Location Award 2023, proves that in addition to the unique beauty of the location, the summit of Monte Generoso, the original architecture of the structure designed by Mario Botta and the breathtaking panorama, the quality, professionalism and passion with which our staff works for each specific event are very appreciated".

#### **About the Swiss Location Award®**

Since 2016, the Swiss Location Award® has been the most important seal of quality in the events industry. The award is given to the best and most beautiful locations in Switzerland in 10 categories. The Swiss Location Award® is organised and managed by eventlokale.ch, Switzerland's largest event portal. eventlokale.ch brings event



organisers and locations together on a single platform, simplifying the planning and organisation of events.

**Information, images and media contact:**

- Overview of all award-winning locations
- Facts & figures on the Swiss Location Award®
- Printable images of Stone Flower (in the appendix)
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Images: <https://we.tl/t-mIPxxZaphR>

*(Please quote the photo copyright if required)*

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Ferrovia Monte Generoso is one of the oldest rack railways in Switzerland and has been owned by Migros since 1941. It has been preserved thanks entirely to the personal commitment of the founder of Migros, Gottlieb Duttweiler. Today the Migros Culture Percentage supports the rack railway, the “Fiore di pietra” structure at the top of Monte Generoso, designed by architect Mario Botta, and Camping Monte Generoso. [www.montegeneroso.ch](http://www.montegeneroso.ch) – [www.campingmontegeneroso.ch](http://www.campingmontegeneroso.ch)

The Migros Culture Percentage is a commitment undertaken by Migros, and consolidated in its articles of association, dedicated to activities for the promotion of culture, society, education, leisure time and the economy. [www.migros-culture-percentage.ch](http://www.migros-culture-percentage.ch)

