

“We support the local area
and circular economy:
everyone wants an experience
that is as local as possible.”



WHEN HOSPITALITY AND INCLUSIVITY BECOME ONE

Find yourself in an oasis of peace

Staff wellbeing and a warm welcome for guests are at the very heart of the experience offered by the Bigatt Hotel & Restaurant in Lugano-Paradiso. The facility is run by Cooperativa Area (operating in the field of social inclusion since 1980), a pioneer on Ticino's hotel scene, which strives to combine entrepreneurship with social enterprise. Lorenzo Steiger, the dynamic operations director, has no doubts. The future of tourism will be increasingly inclusive and sustainable.



“Wonder” is the adjective that best describes the feeling visitors experience when arriving at the Bigatt. Just a short distance from Lugano, on the green slopes of Monte San Salvatore, this fully restored former 18th-century farmhouse offers breathtaking views over Lake Lugano. It is no coincidence that the terrace is a favourite spot for guests and external customers alike. Extensive grounds with vineyards, olive groves and luxuriant organic, natural and synergic vegetable gardens surround the hotel. The sense of amazement also continues inside: rooms with frescoed ceilings, 24 bedrooms (each one different from the next), a courtyard with a consecrated chapel and, a little further on, a small room converted into a local produce shop that houses an ancient press. At the Bigatt there is a relaxed atmosphere, the staff are smiling and friendly, and work is done but not rushed, because the hotel's philosophy is to focus on the wellbeing of its employees, as well as that of its guests, of course.

HOSPITALITY AND THE PEOPLE AT THE CENTRE

Half of them are professionals, the other half are people involved in a professional integration project who are given an opportunity to return to the workplace at the Bigatt. Lorenzo, together with the pedagogical management and the socio-professional integration counsellors, handles sometimes delicate situations on a daily basis in order to balance the operational side of the hotel with the more social aspect that characterises it.

“My greatest satisfaction is when guests compliment the work done by the staff,” says Lorenzo. “Their happiness is our main goal and we all work hard to ensure they have an unforgettable stay. We are hotel professionals and with this project we want to show that hospitality can be combined with the spirit of a social enterprise.”

A GAMBLE THAT PAID OFF

The facility now belongs to the Fondazione Crepaz-Antonietti and is fulfilling the dream of Maria Antonietti, who inherited the property, and her husband Leo Crepaz, to use the buildings for social and/or healthcare purposes. It took a few years to implement their vision, thanks to the involvement of Cooperativa Area. After a three-year restoration project, the Bigatt opened its doors in May 2020, at the height of the global pandemic. “Paradoxically,” smiles Lorenzo, “despite the complex period, it also proved a great opportunity. We had an amazing outdoor terrace and Swiss guests could only travel domestically due to the restrictions. We therefore managed to make a name for ourselves and began to be appreciated.”

ALL-ROUND SUSTAINABILITY

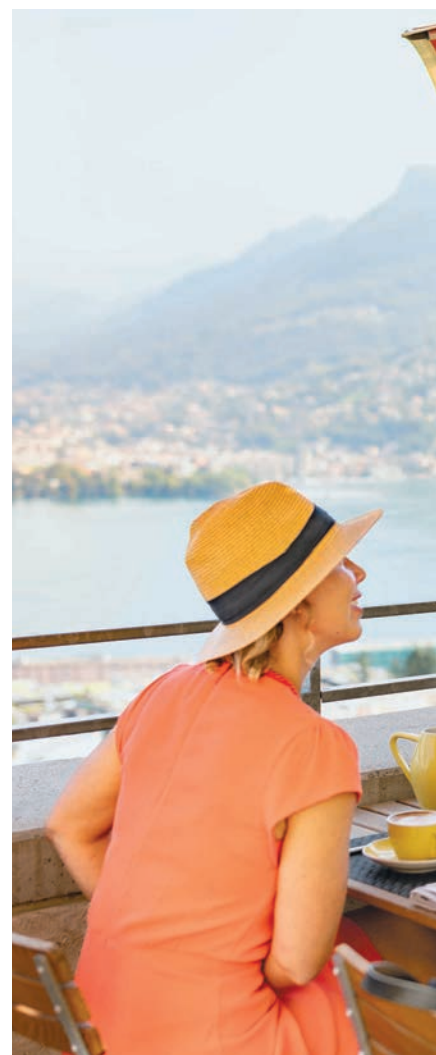
And how could anyone not value this facility that operates in close partnership with the local area and promotes it by means of a sustainable philosophy? Where possible, the restaurant serves seasonal fruit and vegetables grown in the gardens. The wine list is entirely from Ticino and includes some wine made here, as well as promoting small local wineries. The hotel also works with regional artisans and farmers, enabling guests to discover local flavours. Breakfast includes

homemade tarts and freshly pressed juice made from fruit grown in the orchard. The restoration work also used local materials, such as granite from the Onsernone Valley for the swimming pool. There are also plenty of EV charging stations. As Lorenzo likes to remind us, “the Bigatt is a local project for the community. We do our best to be green, but above all we’re sustainable in terms of supporting people.”

OPEN WINERIES

Guests at the Bigatt can also benefit from numerous offers, some of which are run in tandem with other hotels: excursions involving ascents up Monte Tamaro and Monte Generoso, a wellness partnership at the Villa Sassa Hotel, Residence & Spa and, new for summer 2023, the chance to attend free yoga classes in the middle of the olive grove. Future plans also include creating a fitness trail through the estate’s organic vegetable gardens and orchards. “A sort of outdoor gym for immersing oneself in this unique setting,” explains Lorenzo.

There is no doubt about it. In just a short space of time the Bigatt has made its way into people’s hearts as “that place on the way to Carona with a spectacular terrace, where they’re implementing an amazing project.”



01



02

Bigatt Hotel & Restaurant, Lugano-Paradiso

In Ticino dialect “Bigatt” means silkworm. There was once a “bigatteria” (silk farm) in the vicinity of today’s complex, where they worked silk. A metaphorical meaning that embraces the hotel philosophy. Just as the silkworm is transformed into a moth, so the Bigatt’s social project helps to transform people by assisting them in their professional development. (hotelbigatt.com)



Swisstainable

Switzerland Tourism has created a sustainability programme to inform guests about green brands. It places them in three different categories: I committed; II engaged; III leading. The following were the first to achieve the highest level in Ticino.

ticino.ch/swisstainable

Hotel Eden Roc***** Ascona

An exclusive getaway on the shores of Lake Maggiore. The Hotel Eden Roc, along with 3 other facilities, is part of the Tschuggen Collection, a Swiss hotel group with neutral climate impact.

Castello del Sole Beach Resort & SPA***** Ascona

The Castello Spa & Beauty Centre uses its own product line, with ingredients sourced from the hotel's vineyards.

100 years of Swiss Youth Hostels

The Montebello hostel in Bellinzona and the youth hostels in Locarno and Lugano-Savosa are focused on sustainability and have achieved level III leading. The latest hostel to join the Swiss Youth Hostels is the one in Scudellate.



03



01. Lorenzo Steiger is the director of the Bigatt Hotel & Restaurant. The terrace offers a far-reaching view: the whole of Lugano in its splendour and Monte Brè.
02. The hotel is surrounded by extensive grounds populated by vineyards, olive groves and luxuriant organic, natural and synergic vegetable gardens.
03. The kitchen works with what the land has to offer: the menu features seasonal fruit and vegetables grown in the gardens.



TO THE
VIDEO