

The power of nature

After more than 65 years of excellence in the world of top-class natural medicine, Ginsana continues its tradition of research offering new and original ideas that act as testament to its bond with nature. Ginsana was created around the idea that nature's power can be captured by science but only with the utmost respect and knowledge.

In designing this book Ginsana, in line with its heritage, has drawn together a team of renowned and qualified professionals: An Artist, a Philosopher, a Poet, a Mathematician unite to portray our valued principles. These are not just photographic images of our beautiful land, Ticino, but portraits from the very soul of nature itself, which inspires us.

Four important voices echo the ancient conception of nature, when the four elements of Earth, Fire, Air and Water unified breathing life into all of existence. What is life without inspiration or ideas? By looking through this book, we may assume that over the ebb and flow of time many things have never abandoned mankind.

We hope that the human capacity to be moved by an image, a thought, a poem is amongst those concepts and we offer you this experience with equal humility and pride. Ginsana endeavours to convey the energy of the people working with us, allowing us to define everything we create not as a product but as a living idea.

Dr. Michele Genovesi
General Manager, Ginsana SA



Richard Thomas Armstrong

University of Northumbria, UK

Writer, teacher and traveler

The first time I ever came to Lugano, one warm Summer's day, I was truly overwhelmed by the spectacular, verdant beauty of the mountains and the tranquil, shimmering waters of the lake. I paused, took a deep breath and gazed in wonder at the lush and glorious scene before me. I have never forgotten this feeling, and now, years later, whenever I return to Lugano, my heart feels refreshed and lifted once more by the colours and contours - the aura - of this place.

Through poetry, I wish to convey my personal response to the natural splendours of Ticino showcased here in the beautiful art of Francesco Maria Gamba. Drawing on memory and experience, feeling, and sensation, I offer my sense impressions of a place which will always have a special place in my heart. Most of all, I hope to express the sense of wonder that the natural world inspires, and those dazzling, unforgettable moments of joy and beauty; our gifts from time.

Here, in the following pages, you will find a whole world of beautiful moments to savour in the amazing photography of Francesco Maria Gamba.



Francesco Maria Gamba

Architect USI/OTIA - artist

While observing our surrounding nature and looking at the past and present unified, time stands still because it is beautiful. But mother nature's changing role is all inspiring to the work of mankind. It is purely dynamic and therefore never the same. Beauty and change, in the micro and macro cosmos that surrounds us, become two opposing elements that nature magically succeeds to unite and all of us can, within the space of our own vision, internalize.

This work of photography is developed with this sense of spirit and with the precious collaboration of Fabio Minazzi, Nicoletta Sala and Richard T. Armstrong.

I heartfully thank Ginsana for having promoted this magnificent project and all of those who have had a part in its accomplishment.

Soon the trees will dress in gold and red
In flames upon the stones
But the singing light
Of a sunny morning
Still welcomes me back home



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There are times when we look

But we do not see

All that we have

All that can be

Times when truth is elusive for me

Dreams, a mirage

Hopes, out of reach

At times such as these

There is still a way –

A return to home

To the timeless place

I open my eyes

Beneath the tallest tree

And a brave little flower

Is waving at me

You give me the strength

I do not possess

I've gone to Earth

I'm home again

