

## New collaborations of SECreTour with Studio Macaco

### **SECreTour Network of Common Interest**

The SECreTour Network is growing!



Studio Macaco has joined the SECreTour Network of Common Interest.

Studio MACACO (Ludens Sagl) is a Swiss-based creative software company focused on developing interactive digital experiences for the tourism and cultural sectors.

Through the use of storytelling, gamification, and emerging technologies, they design tools that enhance local heritage and foster meaningful exploration of rural and remote territories.

Its work includes a series of mobile applications and interactive trails that transform tourism into playful, educational, and emotionally engaging journeys.

Key projects include Tesori del Ticino, Tesori delle Vette del Ceresio, and Caccia alla Macchia, all of which blend physical exploration with digital narratives.

Studio MACACO is committed to creating sustainable, inclusive, and innovative solutions that make cultural and natural heritage accessible to all. In this light, it aims to contribute to the [SECreTour pilot of Monte San Giorgio](#).

Further information about Studio Macaco are available at its website: [studiomacaco.ch](http://studiomacaco.ch)

Follow SECreTour online also on the [SECreTour project's website](#).