**Moscow Design Week: great success**

**for AVE at Simone Micheli’s exhibition**

**The exhibition designed by Simone Micheli for the Moscow Design Week was a great success. Included in the spaces set up by the famous architect, the AVE products were protagonists of the international kermesse.**

**ORGANIC SHAPES an extreme lobby and spa design**. This is the name of Simone Micheli’s exhibition presented during **Moscow Design Week**, from **9 to 14 October 2018**. A conceptual experimentation, an evolution of contemporaneity, in which **AVE technologies and designs selected by Simone Micheli** participated in order to define **smart** and futuristic spaces, full of meaning and oriented to **sustainability**.

Composed by a **spa area and a lobby**, the entire installation - set up inside the Central House of Artist in Moscow – was extremely engaging, bringing together concepts of great significance for the **hospitality’s future**. In fact, the exhibition’s engine was **innovation**, which acted as a stimulus to imagine new possible scenarios for hospitality’s world. A hospitality that today is **smarter** thanks to **AVE solutions**, selected by **Simone Micheli architect** in order to underline the value of research and technology in a constantly evolving sector.

Therefore, the great success achieved during the **Moscow Design Week** can be considered as a new important milestone of the enduring and fruitful collaboration **between AVE and Simone Micheli**, that are engaged together in the definition of experimental and distinctive spaces to give a strong impetus to the **hospitality sector**.

Rezzato, 18 October 2018

[**www.ave.it**](http://www.ave.it/)