

## **Fuorisalone 2018: Simone Micheli chose AVE to project home and hotel towards the future**

**Until 22 April Milan will host two extremely interesting exhibitions, where AVE design and technology are part of a new way of conceiving homes and hotels, an original concept born from the inventiveness of the famous architect.**

Also this year, at the **Fuorisalone 2018**, the internationally renowned **architect Simone Micheli chose AVE** to offer his personal interpretation of **living** and **hospitality**, projecting them **towards the future**. **AVE technology** enters inside the **Lambrate Design District** to support an ethical and intelligent project, which tells the changing needs of man and - at the same time - the fluidity of Simone Micheli's architecture that meet this evolution. Two appointments scheduled **until April 22, 2018**:

- **Hotel Regeneration:** the biggest and involving exhibition dedicated to the **contract**, during **Fuorisalone 2018**. Via Ventura 14 becomes a destination to investigate the aesthetic-practical aspects and the entrepreneurial progress of a sector in continuous development. An exhibition-event, that extends over an area of more than 4000 square meters in which **Simone Micheli** tells the hotel in its current dimension and redevelopment's process. Inside these spaces come to life as real works of art different sections of environments dedicated to **hospitality**. Innovation, current and future trends are mixed with AVE solutions to show visitors the fruit of research aimed at promoting technological progress.
- **The precious apartment in Puntaldia.** The house, between real and virtual. The preview of a project dedicated to a private residence, where luxury becomes the topic to tell the contemporaneity with smart accents thanks to AVE proposals. A virtual exhibition - available at the Simone Micheli Studio in Via Ventura 6 - which will take concrete form during 2018 inside the new residential complex of Puntaldia, one of the most prestigious resorts in the north-west area of Sardinia.

For his **Fuorisalone 2018 exhibitions, Simone Micheli chose AVE home automation** to present the infinite possibilities offered by **technology** today. The environments are shaped according to the needs of the occupants to increase comfort and give a new contact with these experiential places. Simply by touching a surface you can control the **light** and **connected devices**; inserting a card or simply placing it on a reader you can access inside room and activate its services. All without giving up the pleasure of a **refined design** combined with materials and finishes of the highest quality. AVE offers solutions to the modern needs of homes and hotels - with a lot of functions dedicated to **energy saving**.

Born from the cooperation with several partner companies, which **Ave is an important protagonist, Simone Micheli exhibitions** are a concrete opportunity to experience the horizons of **a new way of conceiving architecture**, aimed to project **home and hotel towards the future**.

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