

## Hospitality, Simone Micheli talks about his experience with Ave

**During the exhibition Different Suites for different people, architect Simone Micheli talked about his experience with Ave.**

**«Ave is an old fellow traveller for me. We have created many projects together and many we are realizing too. »** With these words Simone Micheli introduced his employment relationship with Ave. A stable productive relationship that produced ambitious projects like **Different Suites for different people**, an exhibition that has recorded a huge success.

Organized in Milan by renowned architect during Fuorisalone 2016, this exhibition wasn't only a space dedicated to the hospitality industry, thanks also to Ave's products, **it was a real reform of "hospitality" concept**, defined by Simone Micheli like an «interesting exhibition of great charm, great intellectual and communicative level. »

**The Italian event was been an opportunity for Micheli to talk about Ave**, telling his choices, his experience with Ave's design and hotel automation. DOMINA Hotel enters into hotels as «a basic element», said Micheli. «It's wonderful to do styling for a hotel. It's wonderful to imagine that the hotel is managed in an extraordinary way. Through home automation systems it's not only possible to control, but also to optimize. »

It must be remembered that Ave's solutions represent an Italian excellence. **What "Made in Italy" means today?** Micheli answered this question: « To create stories as true works of art. **Building hotels conceiving them like real works of art makes the difference**, in terms of communication and trade terms».

**Different Suites for different people was only the last of several projects carried out with Ave.** Over time, Ave and the famous architect have consolidated a durable employment relationship, from which they were born ambitious projects, such as the **recent Barcelò Milan Hotel**, « a clean rigorous essential hotel, but it's also playful and especially consistent. For this reason, **the visible elements of Ave that I've selected are simple, clean, perfect**».

**Simone Micheli and Ave are a winning combination that was able to grow stronger with time.** The success of Different Suites for different people is a further confirmation but, as rightly pointed out by Simone Micheli: «**New numerous adventures await us, adventures where Ave is involved as my trusted company, my partner.** However, I'm sure that the ongoing projects will be even more extraordinary than those already done.