

Compasso d'Oro Award: AVE is included in the ADI Design Museum

***Recently inaugurated in Milan, the museum of the most important design award
in the world hosts AVE products in the Compasso d'Oro Collection.***

Founded in 1904, AVE has always had a **special connection with innovation**. For AVE "innovation" means creating solutions that encourage progress and make it effective and accessible to all. From here stems its vocation in making **switches**, in creating a contact with energy that is both **functional and refined in aesthetics**, so that a simple habitual action can be transformed into a moment of encounter with technology and style.

Over the years, the **collaboration with the most renowned international designers** and the continuous research for innovation has led AVE to win many awards; among these, there is also **Compasso d'Oro Award** for the first 45 mm modular switch of Habitat Series, designed by Andries Van Onck. At the turn of the seventies and eighties of the last century, this collection literally transformed the way of turning on the light. It's a real piece of design history through which the **AVE brand is protagonist in the ADI Design Museum**, the new place inaugurated in Milan entirely dedicated to the Compasso d'Oro, the most important design award in the world.

Within this innovative museum, which presents itself as a new point of reference for the design community with the objective of informing the general public too, the **Compasso d'Oro Collection** finds its own permanent exhibition, including the **AVE products** awarded of the coveted recognition that was born from an idea of Gio Ponti and - since 1954 - aims to highlight the quality of **made in Italy** products and, in particular, to recognize the value process that **design** imprints on the world of production and to society across the board.

The ADI Design Museum is a very important showcase for AVE, which has always been intimately linked to that group of uniqueness - like inspiration, creativity, tradition and innovation - that define made in Italy production. A further added value for a family-run Italian company which, after more than a century and five generations of human relations, continues to create solutions that anticipate trends and meet the needs of a constantly evolving sector. Today, in fact, **AVE production** covers almost all of the items dedicated to electrical systems and home automation, allowing the creation of cutting-edge hotels and smart homes, with touch controls and interactive displays, controlled by apps and open to the Internet of Things.

Therefore, being included in the ADI Design Museum is another great result and a source of pride for a historic brand of Italian design. AVE has been chosen with satisfaction for millions of installations in Italy and abroad over the years and until today as a brand recognized all over the world like **a symbol of high-quality Made in Italy**.

Rezzato, July 22, 2021

www.ave.it