

AVE design and technology will be at the FuoriSalone 2021

AVE solutions will be the protagonists of the innovative exhibitions that Simone Micheli will dedicate to the contract sector.

The **FuoriSalone** is about to come back together with the innovation aimed at the hospitality sector given by the collaboration between **AVE and Simone Micheli**, that will be protagonists this year in the Ventura Milano district through **two interesting exhibitions** aimed to define new horizons for the future of hospitality.

During **Milano Design Week**, from 5 to 10 September 2021, the Ventura Milano district will be animated by **Hotel Regeneration**, the largest and most involving exhibition/agora dedicated to contract of the FuoriSalone. Umpteenth chapter of the fruitful partnership between AVE and the world-famous architect Simone Micheli, this exhibition will present in OfficinaVentura14 a new way of thinking and experiencing hospitality environments through intelligent and engaging solutions, which will include AVE's smart proposals designed for hotel management. Embellished with refined glass and aluminium front plates - a total expression of the **made in Italy design** - **Ave Touch switches** will emphasize the functions inserted in the different environments, giving a new contact with the hotel room: more immediate and more technological. Advanced **interactive touch screens** will crown the exhibition by revealing a taste of the modern possibilities offered by today's technology: these devices are designed to best satisfy every need of comfort, control and supervision connected to the hotel sector. All that is included within a very high level content happening that will offer - in addition to a rich cultural program - **eight different installations** dedicated to prestigious international hotel chains, each of which will be aimed at a **person of excellence** in the world of entertainment, music, journalism, critics, sport, cuisine and fashion: *Taste Lounge Bar & Restaurant* to the tv presenter Carlo Conti, *Physical Spa* to the trainer and former footballer Fabio Cannavaro, *Comedy Room* to the actor Carlo Verdone, *Opinion Room* to the Art Critic Vittorio Sgarbi, *Rewind Room* to the actor and former swimmer Raoul Bova, *Lyric Hall* to the tenor Andrea Bocelli, *Cellar Room* to Chef Enrico Bartolini and *Reality Room* to the journalist Bruno Vespa.

At the same time, **The Ugly Duckling becomes a Swan** will also be staged: a virtual exhibition of a project that the architect Micheli has created in Versilia: a luxurious seafront **service apartment** has realized along the historical boardwalk of Viareggio through a fluid, highly usable and connected living space. In this context, the **AVE Domus 100** elements have been inserted. Characterized by a precious white shade this series satisfies all the needs related to the construction and design of modern electrical systems through a complete range of switches, sockets, removable anti-blackout lamps and connections. In this project, all these elements are inserted inside the refined **AVE Young 44 front plates**, a collection in techno-polymer aimed to offer a new perception of three-dimensionality (result obtained thanks to modern bi-moulding techniques) maintaining unaltered the **ultra-thin design** of the front plates.

Inserted in the exhibitions of Simone Micheli, the **AVE solutions** will be offered to the Milano Design Week public as valuable stylistic and functional elements in the environments defined by the Italian architect, actively participating in the definition of **new possible scenarios for the future of hospitality**.

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