

Great success for AVE at Fuorisalone 2021

***AVE innovation conquered the people of Milano Design Week,
as protagonist of Simone Micheli's exhibitions dedicated to contract.***

The Fuorisalone 2021 ended with a **great success for AVE**. Inserted in the exhibitions conceived by the famous architect Simone Micheli, the AVE solutions obtained a very positive response among the participants of the prestigious Milanese event.

In particular, **AVE designs and technologies for hotel management** were appreciated within **Hotel Regeneration**, the largest and most involving exhibition/agora dedicated to contract of the Fuorisalone. A very high-level content happening that exhibited in the environments of OfficinaVentura14, in the Ventura Milano district, **eight different installations** dedicated to prestigious international hotel chains, each of which was aimed at a person of excellence in the world of entertainment, music, journalism, critics, sport, cuisine and fashion. In this context, the AVE proposals actively participated in the definition of **new possible scenarios for the future of hospitality**. Enhanced by elegant glass and aluminium front plates, a total expression of made in Italy design, the Ave Touch switches have brought a new contact with the hotel at the Fuorisalone: a tap is enough to control the light or the automations. In the rooms designed by the famous architect, **AVE building automation** was in fact a great protagonist through advanced interactive touch screens that revealed a taste of the modern possibilities offered by technology to best satisfy every need of comfort, control and supervision connected to the hotel sector.

The virtual exhibition **The Ugly Duckling becomes in Swan** was also very popular. It was an anticipation of a project that Simone Micheli has created in Versilia along the historical boardwalk of Viareggio. A fluid, highly usable and connected living space, where the white elements of the **AVE Domus 100** wiring accessories series have made the electrical system an important part of the project, combined with the ultra-thin **AVE Young 44** front plates.

Fuorisalone 2021 was a real success for AVE, another chapter of the fruitful partnership between AVE and the world-famous architect Simone Micheli aimed to innovate and propose interesting interpretations for the future of hospitality.

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