

Great success for AVE at FuoriSalone 2025

Highly appreciated AVE solutions included within the installation "Be Up" by renowned architect Simone Micheli.

AVE's participation at FuoriSalone 2025 was a great success. The Italian company was the technological partner of the project "Be Up - where architecture meets infinity", signed by the famous architect **Simone Micheli**. The installation, part of the "INTERNI Cre-Action" exhibition event, enlivened the Cortile d'Onore of Milan University from 7 to 17 April, attracting a large audience interested in the new frontiers of hospitality.

The project, inspired by a luxury mountain resort to be built in Valbona, Albania, offered an immersive experience of great impact, where the interaction between architecture, light, sounds and scents took visitors on a unique sensory journey. Among the most appreciated proposals, **Whitek 44, AVE's integrated wiring system**, stood out for its elegant design and rich functionality, with its **Pills front plates in opaque white Corian®** - designed by Simone Micheli for AVE - which aroused great interest among professionals and enthusiasts in the sector.

The well-established collaboration between **AVE and Simone Micheli** confirms a winning synergy in redefining the hotel experience. Participation in FuoriSalone 2025 was another opportunity for AVE to showcase its ability to innovate, combining aesthetics, technology and sustainability.

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