

AVE Whitek 44 wins Red Dot Award 2025

AVE's innovative integrated wiring system wins the prestigious award in the Interior Design Elements category.

AVE wins the Red Dot Award 2025 in the Interior Design Elements category with **Whitek 44**, once again confirming its leading role on the international design scene.

The **Red Dot Award: Product Design** is one of the world's most important design competitions. Since 1955, it has been awarded to products that stand out for their high design quality, evaluated on the basis of four fundamental principles: function, attractiveness, use and responsibility. The 2025 edition attracted entries from over 60 countries and was judged by an independent jury of 43 experts from 21 different countries.

At the heart of AVE's success is Whitek 44, an innovative integrated wiring system based on a range with a matt white finish that includes switches, sockets, connectors and all the elements needed to create coordinated electrical systems in a **stylish all-white look**. The system introduces several new features, such as **new-generation axial controls**, where the button always returns to its initial position, ensuring perfect alignment with the front plate. The range is completed by **ultra-thin front plates** with a refined design that blends harmoniously into any environment. **The flagship product of Whitek 44 is the Pills collection**, designed for AVE by the famous architect Simone Micheli: made of Corian®, with rounded edges and a thickness of only 4 mm, these front plates convey a feeling of harmony and lightness, enhancing the electrical system in all its functions with touch solutions, traditional and hotel versions. Not just design: Whitek 44 has been designed to integrate with all the latest developments in AVE systems. Thanks to **wired home automation and IoT solutions**, it offers intelligent functions aimed at saving energy and creating green buildings.

Whitek 44 will be exhibited along with the other winning products in the "Design on Stage" exhibition, a temporary exhibition that will open on July 8th during the award ceremony and then be open to visitors throughout the year at the **Red Dot Design Museum** in Essen, Germany, located at the UNESCO World Heritage Site Zollverein.

This important international recognition confirms AVE's ability to combine **technological innovation and design excellence**, offering solutions that anticipate the needs of contemporary living. Another triumph for AVE and the **award-winning Whitek 44**, which recently starred alongside Pills in an exhibition at the ADI Design Museum - Compasso d'Oro, was a finalist at the i-NOVO Awards and won the European Product Design Award.

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