

## AVE participates in ARCHITECT@WORK Milan 2025

**At the exclusive trade event dedicated to architects and designers, AVE presents cutting-edge solutions that combine aesthetics and technology.**

AVE confirms its commitment to excellence by taking part in the 11th edition of **ARCHITECT@WORK Milan**, scheduled for **September 10–11, 2025 at Fiera Milano Rho**. This exclusive appointment, reserved for architects, interior designers and project professionals, will showcase **selected products and solutions chosen for their innovative value** by a specialized technical commission.

At **stand AVE (no. 152)**, visitors will discover the Company's latest proposals, which merge aesthetics and technology through an evolved vision of the electrical system:

- **Whitek** is AVE's all-white wiring accessories system, combining minimal elegance with maximum functionality. With ultra-thin front plates, next-generation axial controls, and full compatibility with IoT and home automation solutions, it represents a benchmark in electrical installations. Its flagship is the **Pills collection**, created for AVE by architect Simone Micheli: a line of Corian® front plates just 4 mm thick, winner of the **Red Dot Award 2025** and the **European Product Design Award 2024**, available in touch, traditional, and hotel versions. An icon of style for smart and sustainable buildings.
- **New Style** sets a new standard in the world of electrical front plates. Crafted from premium materials such as tempered glass and aluminum, with exclusive finishes (from glossy black to aged bronze), they stand out for their compatibility with every type of control – toggle, touch, axial, traditional – and for their innovative fastening system that simplifies installation. Contemporary design and a modular approach provide maximum freedom in project design.
- **Smart New Style** is AVE's line designed for those who seek the ultimate in design. Entirely made of metal with a matt finish (white, gray or bronze), these front plates feature an ultra-thin profile, among the slimmest on the market. Designed to integrate seamlessly with Smart 44 supports, they accommodate next-generation controls and ensure flawless aesthetics in every environment.

Founded in 1904, **AVE is a historic Italian brand** that has always combined technology and design. Thanks to a pioneering spirit and a constant pursuit of both aesthetic and functional innovation, the Company has often anticipated trends in the electrical sector, turning them into tangible solutions for contemporary living. Over its history, AVE has collaborated with iconic figures such as **Gio Ponti, Makio Hasuike, and Andries Van Onck**, earning prestigious international awards including the **Compasso d'Oro**.

**AVE's participation in ARCHITECT@WORK 2025** reaffirms the Company's commitment to promoting an evolved approach to electrical systems, where aesthetics, functionality, and innovation converge to meet the needs of contemporary design. In this vision, **even the electrical system becomes an integral part of interior design**, transforming into a true furnishing element.

Rezzato, September 4, 2025