

AVE solutions at InOut | The Hospitality Community

From October 8 to 10, 2025, AVE innovation will take center stage in Rimini at the major Italian trade fair dedicated to hospitality.

InOut | The Hospitality Community, Italy's leading event for the hospitality industry, will once again showcase **AVE's technologies and designs** dedicated to **hotel management**. AVE products will be featured within "**THAT's the POINT | luxury suite**", the new creative manifesto by visionary architect **Simone Micheli**. This immersive, multisensory installation will transform **Hall D2 of the Rimini Expo Center** into a unique journey of design, innovation, and future living.

Spanning a **total area of 900 sqm**, the setup will take shape as a true three-dimensional work of art, designed to surprise and redefine the very concept of **contemporary hospitality**. At the heart of the space, a **200-sqm luxury suite** will interact with an exclusive networking lounge and a temporary bookstore showcasing Micheli's most iconic projects and more.

Within this cutting-edge setting, **AVE solutions** will find their place—designed to combine functionality, design, and innovation. Standing out among them is **Whitek 44, the integrated wiring accessories system** that reimagines electrical installations with absolutely original aesthetic and technological horizons. At the core of the system lies a white series with a matt finish, including switches, next-generation **axial controls**, sockets, connections, and everything needed to create a coordinated total white style installation. Complementing the range are the **ultra-thin Pills front plates** in Corian®, created by Simone Micheli for AVE. Together with Whitek, this collection has won the **Red Dot Award 2025** and the **European Product Design Award 2024**. It has been designed to seamlessly integrate into any environment, with specific solutions for hospitality, such as **card readers for access control**—customizable with the facility's logo and room number.

The collaboration between **AVE and architect Simone Micheli** is renewed with their presence at **InOut | The Hospitality Community 2025**, where style and innovation once again merge to deliver solutions ready to transform the hospitality industry. The exhibition path will highlight not only the **value of design** but also the focus on sustainability and the **new needs of hospitality**: from energy efficiency to advanced technologies, every **AVE element** will be part of an experiential narrative looking toward the future of hospitality.

Rezzato, September 25, 2025