

Great success for AVE at InOut | The Hospitality Community

**Design, technology, and innovation shaping the hospitality of the future
within the exhibition of renowned architect Simone Micheli.**

AVE's participation in *InOut | The Hospitality Community 2025* concluded with great success. The leading Italian event for the hospitality industry, held from October 8 to 10 at the Rimini Expo Centre, showcased the latest innovations in design, architecture, and hotel technologies.

Within the installation "**THAT's the POINT | luxury suite**", designed by architect **Simone Micheli**, AVE's solutions stood out for their ability to combine aesthetics and innovation. The 900-square-meter setup, a true three-dimensional work of art, offered visitors an immersive and multisensory experience dedicated to contemporary hospitality.

In this unique setting, AVE presented **Whitek 44**, the integrated wiring accessories series that redefines electrical installations with both aesthetic and technological value. Featuring a matt white finish, the system includes next-generation axial controls, sockets, and accessories to create a coordinated, minimalist, and refined interior. Enhancing the collection, the **ultra-thin Pills front plates in Corian®**, designed by Simone Micheli for AVE and winners of the **Red Dot Award 2025** and the **European Product Design Award 2024**, captivated visitors with their pure, contemporary lines. Designed to integrate seamlessly into any environment, the collection also offers hotel-specific solutions such as card readers for access control, customizable with the hotel's logo and room number.

Through its participation in *InOut | The Hospitality Community 2025*, **AVE reaffirms its commitment to redefining the standards of contemporary hospitality**, offering innovative solutions where technology and design come together to shape the guest experience of the future.

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