

AVE Whitek 44 has won the Archiproducts Design Awards 2025

AVE's innovative integrated wiring system won in the *Systems, Components and Materials* category, confirming the excellence of Italian design.

AVE has received another prestigious award with **Whitek 44**, which won the **Archiproducts Design Awards 2025** in the *Systems, Components and Materials* category. This achievement confirms the Company's ability to interpret technological innovation through design.

The **Archiproducts Design Awards** recognise products that combine originality, research and functionality every year. For the 2025 edition, the jury was composed of some of the most renowned architects, designers, journalists, architectural photographers and creative directors at an international level. They recognised **Whitek 44** as a product capable of redefining the aesthetics and technology of electrical systems, elevating them to elements of interior design.

At the heart of this success is an **integrated wiring system** that stands out for its elegant **matte white finish**. The series includes switches, sockets, connections, and control devices designed to ensure visual uniformity and stylistic consistency in any environment. The **new generation of axial controls** is particularly notable, with a button that always returns to its initial position to ensure perfect alignment of the light point and an impeccable aesthetic impact.

The range is completed by **ultra-thin front plates** with a minimalist design that integrate perfectly with any architectural context. The pride of the collection is the **Pills** line of ultra-thin plates, designed by architect **Simone Micheli** for AVE. Made of Corian®, with rounded edges and a thickness of just 4 mm, they convey a feeling of lightness and formal purity. They enhance the electrical system with touch solutions, traditional versions and versions dedicated to the hotel sector, showcasing all its functionalities. It's not just about design: **Whitek 44** is designed to integrate with **wired home automation and IoT solutions**, offering intelligent functions aimed at **saving energy** and **creating green buildings**.

The **ADA 2025** recognises AVE's dedication to innovation and design excellence, building on a legacy of blending aesthetics with technology. It's another triumph for the company and its award-winning **Whitek 44 series**, which has already won the **Red Dot Award 2025** and the **European Product Design Award**. It was also a finalist in the **i-NOVO Awards** and was featured alongside Pills in an exhibition at the **ADI Design Museum** (Compasso d'Oro).

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