

Great success for AVE at Fuorisalone 2026

Thousands of visitors appreciated AVE's design and technology through the "senzafine, beyond space limits" installation, hosted in the Cortile d'Onore of the University of Milan.

The appointment for **AVE at Fuorisalone and Milano Design Week 2026** concluded with an extremely positive outcome. The Italian company played a leading role within the "senzafine, beyond space limits" installation, designed by **Simone Micheli Architectural Hero** for the **INTERNI MATERIAE** exhibition-event. This vibrant temporary architecture—a circular structure made of white tubular steel—was capable of freeing space from its mere function, transforming it into a sensory narrative. In this setting, AVE participated in a storytelling process that embraces a global vision of **contemporary living**.

From Milano Design Week to Dubai for an immersive experience

Through a virtual and immersive portal integrated into the heart of the installation, **visitors were projected directly to Dubai** to discover two extraordinary projects under development, curated by Simone Micheli Architectural Hero:

- **Hubai – Aparthotel**, a dynamic architectural ecosystem of 30,000 square meters in Jumeirah Village Circle;
- **A 740 sqm Penthouse** on the 38th floor of the Sensoria Tower at FIVE Luxe: a manifesto of tailored luxury suspended between the sky and the sea.

In these works, **AVE technology** becomes a cultural and emotional tool, capable of elevating the experience through cutting-edge aesthetic solutions.

AVE innovation for professionals: Whitek 44 and Pills

AVE's success at the Fuorisalone is linked to the Whitek 44 integrated wiring accessories system and, in particular, to its flagship product: the **Pills ultra-thin front plates collection in Corian®**, designed by architect Micheli for AVE. This is an absolutely innovative proposal that, after winning numerous international awards (including the *Red Dot Award*, the *Archiproducts Design Awards*, and the *European Product Design Award*), also received acclaim from the public during Milano Design Week. Professionals and design enthusiasts in attendance appreciated both the **contemporary design** and the richness of the range, which is capable of enhancing any type of project.

Whitek 44 stands out for its elegant **matt white finish**, a color that is currently a major trend and increasingly sought after. It is a complete and versatile system boasting **over 200 functions** to meet any installation requirement. The range offers a wide choice of control solutions—traditional, axial, touch, and toggle switches—along with FM and data sockets.

A unique system, perfect for enhancing **traditional electrical systems, wired home automation, IoT systems, and the KNX systems**. Ideal for residential environments, commercial spaces, and hotel facilities.

Rezzato, May 5, 2026