

AVE with Whitek 44 at the Compasso d'Oro Museum

The AVE Integrated Wiring System stars inside the ADI Design Museum in Milan with an iconic and technological collection.

AVE, a historic Italian brand, **has always had a special relationship with design and innovation**, which, applied to the electrical sector, has fostered its evolution, often anticipating trends and translating them over the years into concrete and appropriate responses to market needs. A path that has led AVE to collaborate with designers of the caliber of Gio Ponti, Makio Hasuike and Andries Van Onck, and to win important awards, including the **Compasso D'Oro Award**, which earned it a place in the permanent collection of the ADI Design Museum (Habitat series).

And it is precisely in the Milan museum dedicated to the oldest and most institutional award for industrial design in the world that the Italian company returns as a protagonist with **Whitek 44, the integrated wiring system** with which AVE "rethinks" the electrical system, taking it to new aesthetic and technological horizons.

At the heart of the system is the **new matte white** wiring accessories series, which includes switches, sockets, connectors and everything needed to create a coordinated electrical system with an all-white look. In addition, the **new generation of axial controls**, where the button always returns to its original position, ensures a linear lighting point aesthetic. The new ultra-thin front plates complete the range with an **absolutely innovative design** that can be perfectly integrated into any furnishing context.

Selected for the exhibition set up at the **ADI Design Museum** entitled to their creator "Simone Micheli DESIGN VISION 60 years of life", **the Pills front plates** are the flagship of the Whitek 44 proposal. Their Corian[®] surface, with bevelled edges and a thickness of only 4 mm, gives a feeling of harmony and lightness, ideal for highlighting the electrical system and its functionality.

With **Whitek 44**, AVE offers a complete, state-of-the-art system, ready for any technological evolution and the best complement to all AVE ranges. Ideal for traditional electrical systems, wired home automation and IoT. **An extremely versatile design proposal**, perfect for residential, commercial and hotel environments.

A perfect integration of style and innovation.

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