**AVE at FuoriSalone 2025 with Simone Micheli:   
design and technology for hospitality**

**The renowned architect chooses AVE as a partner for the Be Up project, featured in an exhibition-event during Milan Design Week.**

**AVE confirms itself as a reality of excellence for the hospitality industry** by participating in **FuoriSalone 2025** as technological partner of **"Be Up - where architecture meets infinity"**, a project that architect **Simone Micheli** will present during Milan Design Week. The installation, part of the "INTERNI Cre-Action" exhibition event, will be set up at the University of Milan, in the Cortile d'Onore, and will offer visitors a virtual and highly immersive experience **from 7 to 17 April 2025.**

"**Be Up**" is a visionary interpretation of the **luxury mountain resort** concept, a project to be built on a 12-hectare site in Valbona, Albania. The master plan includes three hotels with 300, 200 and 150 rooms, 80 villas and exclusive facilities, designed with a fluid and futuristic architectural language. The project is characterized by the use of sustainable materials and technological solutions, with a design that enhances the natural environment. In the installation created for **FuoriSalone 2025**, the expressive power of "Be Up" is translated into a monolithic, curvilinear architecture that takes the public on a sensory journey. The interplay of technology, light, scents and sounds will be central to the theme of the "Cre-Action" exhibition, which celebrates dialogue between cultures and innovation in design.

**Within the installation,** **AVE will showcase cutting-edge products for** **advanced hotel management**, where design and technology come together to redefine the hospitality experience, offering solutions designed to increase comfort, safety, accessibility and energy savings. The most prominent of these is **Whitek 44**, AVE's innovative integrated wiring system, designed to make the most of the electrical system and its functionality. At the heart of the system is a wiring accessories series that is highly distinctive, thanks to its elegant matt white finish, and complete, with more than 300 items and a wide range of integrated innovations. These include the **new generation of axial controls**, which guarantee perfect alignment with the front plate, and the **ultra-thin Pills front plates**, designed by Simone Micheli for AVE, a collection in matt white Corian® that gives a feeling of harmony and lightness; available in touch, traditional and hotel versions for access management.

After years of success, **the collaboration between AVE and Simone Micheli continues**, consolidating a common path of excellence aimed at redefining the canon of hospitality. Thanks to its continuous research, **AVE confirms its position as a cutting-edge reality for the hospitality industry**, with solutions that combine elegance and functionality, in a balanced mix of design and innovation. AVE's presence at **FuoriSalone 2025** with "Be Up" will therefore be an opportunity to present the modern possibilities offered by today's technology.

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