

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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