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Roca presents the International Design Contest Jump the Gap's at 100% Design London 2009

- **Roca is celebrating the third edition of the International Design Contest "Jump the Gap" with a stand at 100% Design London displaying the ten best projects presented in the latest round**

Barcelona, 29th June 2009 - At the forthcoming edition of 100% Design London, Roca will be presenting an original and unusual stand that shows the ten best proposals received for "Jump the Gap", the international design contest organised by the company. The booth will be built by Héctor Serrano, the creator of Waterdrop, the tribute to water presented by Roca at last year's fair. "Jump the Gap" has fast become a leading event in the international design contest calendar, mainly due to the large number of participating countries, 54 in this latest round, and for the high quality of entries received. The projects put forward innovative solutions for the future; "jumping the gap" between the present and the future, inviting us to move into tomorrow's world with new products, new spaces or new uses and functions.

100% Design London, the event that brings the design community together, is the ideal scenario for presenting these proposals and inviting visitors to interact with them. The prize for the winning design will be presented by John Pawson, president of the judging panel, at the next edition of the fair in September this year.

About Roca

Roca, is currently present in over 135 countries. A company in constant evolution, Roca is committed to innovation and design excellence, creating trends for bathrooms and incorporating unique design proposals for a space that is constantly evolving. As the leading global brand, Roca provides solutions that adapt to the needs of consumers around the world.

The Design Department of Roca works in partnership with prestigious designers, architects and interior designers, such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro and Schmidt & Lackner. The attention to design, evident in each of Roca's product ranges, has been rewarded with a number of acknowledgements and awards.

Roca has implemented initiatives aimed at supporting young talent, such as the Jump the Gap International Design Contest, which fosters the new talent of the future and offers the the winning project and its designer the chance to become known internationally. The judging panel's decision will be announced in September of this year at the next 100% Design London.

www.roca.com
www.jumpthegap.net
www.bcd.es