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Roca wins the “Red Dot Award Communication Design 2009”

- **Roca’s bathroom space creation receives international acclaim at the ISH 09 exhibition**
- **The award confirms Roca’s leadership in design and innovation**

Barcelona, 21st December 2009. - Roca, the world leader in the creation of bathroom spaces has been awarded the “Red Dot Award: Communication Design 2009” for the best space at the 50th edition of the ISH 09 exhibition in Frankfurt. The awards ceremony took place on the 9th December at the Red Dot Design Museum in Essen (Germany), and was attended by several internationally-renowned designers, political figures and guests from the communication media and the world of business.

This award acknowledges Roca’s innovative approach to bathroom space which was designed by the Dan Pearlman Studio. The project is remarkable for its design, shapes and luminosity as well as its underlying suggested relationship with water which is characterized by the brand’s prominent use of blue tones. It not only offers spectacular design, but is also equipped with the latest technology which helps convey to the visitor the inherent messages in Roca’s projects.

This impressive bathroom space was the Roca visiting card at the ISH exhibition and represented a unique opportunity to forge links with the visitor and directly transmit the brand’s values (design, technology, innovation and sustainability). It is one of Roca’s top priorities to offer unique, cutting-edge ideas at the exhibitions which they attend. Such events effectively act as a communication tool in their own right, spreading Roca’s key global messages and informing visitors of their most innovative projects at a more personalized level.

As well as the above-mentioned award, Roca also received the Design Plus prize for its innovative W+W project at the recent edition of the ISH 09 exhibition in Frankfurt. Roca’s designation as dual award-winner of these prestigious accolades clearly endorses their status as the world’s leading brand in innovation and cutting-edge design and their authority in the definition of how bathroom spaces should be.

About Roca

Roca is the world leader in the definition of bathroom space and a benchmark reference in the world of design. Currently, they are active in more than 135 markets and have 65 plants spread across 17 countries.

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In a process of continuous evolution, Roca is deeply committed to the excellence of the design of its products with the objective of offering their clients spaces in which the five senses can encounter unique experiences. Roca's status as the leading worldwide brand is reflected in its creation of highly versatile products, easily adaptable to the habits of consumers all over the world and offering tailored solutions to all requirements, both in the present and for the future.

Roca builds a future through design and innovation, working closely with prestigious designers, architects and interior designers such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner. Together with the Roca Design Center they have developed the Roca collections making the Roca brand the ultimate worldwide, benchmark reference in the creation of bathroom spaces

At the same time, Roca also promotes and supports new talent through events such as the International *Jump the Gap* Design Competition, which encourages promising new talent and offers the winning project and its creator the opportunity to achieve international acclaim.

About Dan Pearlman

Dan Pearlman is a design studio which focuses on brand construction, bringing together experience in communication, design and architecture and communication media. The studio's work is based on multi-dimensional, interdisciplinary thought in order to achieve the creation of emotional links between people, product and brand.

About Red Dot

The Red Dot organization's mission is to promote design excellence applied to different business activities and products. It is also an internationally-approved quality label issued by an expert jury in the fields of product and communication design which certifies their outstanding design,

www.roca.com

www.jumpthegap.net

<http://www.red-dot.de/>