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## **Roca awarded the Golden Lion at Cannes for “Rituals”**

- **Roca receives the prestigious award in the Design category at the ‘Cannes Lions International Advertising Festival’ 2010**

**Barcelona, 13th July 2010.-** The “Rituals” projection, created for the Roca Barcelona Gallery by the Tiempo BBDO Agency, has been awarded a Golden Lion at the latest edition of the ‘Cannes Lions International Advertising Festival’. This internationally prestigious award acknowledges the originality of the project which was created with the objective of conveying Roca company values to visitors to the brand’s emblematic building.

“Rituals” is a projection offering the spectator a unique experience by recreating, in life-size dimensions, the different practices repeated throughout the world by millions of people on a daily basis in the bathroom space,.

Roca also received the Silver Lion in the Design category at this edition of the awards for “Momentums”, a series of simultaneous, innovative audio-visual effects occurring sporadically in all the rooms around the building, creating sensations related to water and the atmospheric phenomena produced by rain and ice. Both awards consolidate the brand’s status as a benchmark reference in design and innovation.

“Rituals” and “Momentums” are currently on display at the Roca Barcelona Gallery in Joan Güell Street 211-213, Barcelona. The brand’s emblematic building was designed by Borja Ferrater in collaboration with Carlos and Lucía Ferrater from the OAB Studio in Barcelona. The building has a floor space of 2,400 m<sup>2</sup>, spread over three floors and offers surprising, novel interactive elements, both outside and in, transforming the space into a unique setting in which to “experience “ this exclusive brand.

### **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 68 plants spread across 18 countries.

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 all five senses encounter unique experiences. Roca’s status as world brand leader is reflected in their creation of highly versatile products, easily adaptable to the habits of consumers all over the world and which offer tailored solutions to all requirements.

At Roca, through continuous research and development, a future is constructed where design and innovation combine and work towards achieving the well-being of the individual. Roca also



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works closely with prestigious designers, architects and interior designers such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner among others. All this has contributed to make the Roca brand the global benchmark reference in the creation of bathroom spaces

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