



Press Office
ROCA SANITARIO
Tel. 93 201 10 28

Mónica Perpiñá Robert
monica.perpina-robert@bm.com

Marta González
marta.gonzalez@bm.com

Roca kicks off the 3rd edition of its International Design Contest *Jump the Gap*

- **100% Design London is the launching pad for the 3rd edition of Roca's International Design Contest *Jump the Gap***
- **The prestigious competition offers young designers and architects the opportunity to create and present innovative solutions for bathroom spaces.**

Barcelona, September 19, 2008 – Today Roca inaugurated the 3rd edition of the International Design Contest *Jump the Gap* at London's 100% Design Fair. The competition is open internationally to both professionals and students of architecture and design who are under 35 years of age. This is an important launching pad for young talent from inside and outside our country.

Roca plans to use this initiative to convey a message that is a fundamental part of its philosophy: "Design today while focusing on tomorrow." Roca continuously strives to create unique experiences for bathroom spaces and is constantly working to identify, create and develop innovative ideas in the field of design. Roca's International Design Contest *Jump the Gap* is precisely a way to find new solutions that will reconcile the needs of society with individual needs of each home. The push consists of identifying conceptually innovative ideas that form a bridge between today and tomorrow, between dreams and reality.

Over the course of the past three contests, the competition has become a launching pad for young talent in the design field. As a result of the contest, Roca will manufacture the prototype of the winning project, providing that technical specifications allow for it. The winner will be announced at the next edition of the 100% Design Fair.

The panel of judges that will study the projects and select the winning proposal will be made up of important figures and well known names within the fields of architecture and design. Names include: John Paswson, Héctor Serrano, Carlos Ferrater, Josep Congost, Alfredo Häberli, Carlos Lamela, Alberto Meda or Chantal Haimade.

The contest will take place at London's 100% Design Fair, one of the world's most important European forums for design and interior design. During the fair the most renown designers and architects come together to showcase their new creations.



Press Office
ROCA SANITARIO
Tel. 93 201 10 28

Mónica Perpiñá Robert
monica.perpina-robert@bm.com

Marta González
marta.gonzalez@bm.com

About Roca

Roca, world leader in the bathroom sector, prioritises offering solutions to bathroom needs through state-of-the-art design and innovation. Its philosophy is centred on four basic values: Research; Initiatives focused on sustainable development, seeking out conceptual solutions that optimise future developments; and the integration of processes inspired by design, society and science.

Always looking to the future, Roca sets new trends. This is demonstrated by collaborations with prestigious architects (Moneo, Chipperfield, Herzog & de Meuron), interior designers and design studios (Benedito, Giugiaro, Schmidt & Lackner). Constantly growing, Roca is committed to innovation, design and technology in order to create unique experiences in bathroom spaces that fit each and every lifestyle.

www.roca.com

www.jumpthegap.net

www.waterdrop.es