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Roca, the leading global bathroom brand, receives 382 projects, from 54 countries, for the 3rd Jump the Gap International Design Contest

- **The winner will receive his/her prize from John Pawson, architect and Chairman of the Jury, at the forthcoming 100% Design London.**
- **2,700 applicants from 90 countries had been received by the December 31 deadline to register for the competition**

Barcelona, 12th May 2009 - Roca had received 382 projects from 54 countries by the deadline for the participants registered for the Roca Jump the Gap International Design Contest to submit their projects.

Over 2,700 applicants from 90 countries signed up the contest registration period. China, Russia, the United Kingdom, Poland, Bulgaria, along with Spain, are the countries that have entered the most projects. This resounding participation confirms *Jump the Gap* as one of the leading international design contests.

The Jury, which is made up of leading figures from the field of architecture and design (John Pawson, as Chairman, together with Héctor Serrano, Carlos Ferrater, Josep Congost, Alfredo Häberli, Carlos Lamela, Alberto Meda and Chantal Haimade), is assessing the projects and the prize-winner will be announced this June.

On 24th September, the project worthy of the first prize will be unveiled at 100% Design London. The Chairman of the Jury, John Pawson, will personally present the prize to the winner.

The *Jump the Gap* International Design Contest, created by Roca with the collaboration of BCD (Barcelona Design Centre), is aimed at architecture and design professionals and students under 35 from all around the world. The event is an important launch platform for young talent from inside and outside Spain.

With this initiative, Roca, the global brand in bathroom design, seeks to transmit a fundamental message of its philosophy: "designing today for tomorrow's projects". As part of its ongoing emphasis on creating unique experiences for bathroom spaces, Roca is permanently identifying, creating and developing innovative ideas within the design world. Therefore, Roca's Jump the Gap International Design Contest continues to search for new solutions that enable society's needs to be reconciled with the specific features of each home. The company is firmly committed to the search for conceptually innovative ideas that form a bridge between today and tomorrow, between dreams and reality.

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100% Design London, the setting for the contest, is one of the most important European forums in the world of design and interior design. It is a venue for top designers and architects to showcase their work.

About Roca

Roca is the world leader in defining bathroom solutions and a benchmark in design. It is currently present in over 135 countries and has 65 factories operating in 17 countries.

A company in constant evolution, Roca is committed to design excellence of its products in order to provide unique spaces for unique experiences for the five senses. As a global brand, Roca produces versatile products that adapts to the habits of the consumers of each country, by providing solutions for all current and future needs.

Roca considers the main priority to be creating a future through state-of-the-art design and innovation. Thanks to this philosophy, Roca works with prestigious designers, architects and interior designs, such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner, and has become a leading global brand that is a benchmark in bathroom design.

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