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## **The 4th edition of the Roca International Design Contest *Jump the Gap* is underway**

- **The registration period for participants in the 4<sup>th</sup> edition of *Jump the Gap*, has opened. The winning entry will be announced in September 2011**

**Barcelona, 27<sup>th</sup> September 2010.** - The *London 100% Design* Exhibition, one of the most important international calendar events in the world of design finished yesterday. Roca was present at the exhibition with their space entitled 'The Wave'.

At the event, Roca presented the 4th edition of the International Design Contest *Jump the Gap* and opened the registration process for entries to the competition. The prime objective of this Roca initiative is to support young talent throughout the world and offer the winning project and its author the possibility of achieving international recognition. As in previous years, this edition has an exceptional judges' panel comprised of leading figures from the world of design and architecture:

- Ron Arad (England), designer and industrial architect, Judges Panel President.
- Gilda Bojardi (Italy), head of the Italian interior and design magazine *Interni*.
- Javier Mariscal (Spain), designer.
- Marcel Wanders (Netherlands), designer.
- John Anthony Sahs (Japan), designer.
- Tomek Rygalik (Poland), designer.
- Josep Congost (Spain), Director of the Roca Design Center and the Innovation Lab.

Following the registration process, which ends 31<sup>st</sup> January, the project presentation phase will take place until 29<sup>th</sup> April 2011, during which the projects will be evaluated by the members of the judges' panel. The name of the winning project will be announced at the next edition of the *London 100% Design* exhibition in 2011.

The presentation of the latest edition of the competition took place on the 23<sup>rd</sup> September, at the Roca space, coinciding with the opening of the international exhibition.

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'The Wave' has been the brand's latest innovative creation. It is a 15m installation of moving light consisting of 40 luminous rods which hang horizontally from the ceiling. The motor-controlled rods are synchronized to move like a wave when a presence is detected underneath, creating an entirely unique effect.

With 3 large separate areas inside, the Roca space has displayed the brand's main innovations at international level to visitors: the 4<sup>th</sup> edition of the International Design Contest *Jump the Gap*, the exclusive Armani/Roca collection and the first pictures of the new Roca London Gallery space, on which the prestigious Zaha Hadid studio is working.

### **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 different national markets and have 68 production plants spread across five continents.

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, both in the present and for the future.

At Roca, through a process of continuous research, a future is constructed where design and innovation work together for the well-being of everybody. Roca also works in close collaboration with prestigious designers, architects and interior designers such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner. All this has contributed towards making the Roca brand the ultimate, worldwide benchmark reference in the creation of bathroom spaces.

### **About *Jump the Gap***

The International Design Contest *Jump the Gap* is aimed at young architects and designers under 35, offering the winning project and its creator the opportunity to achieve international acclaim.