

THAT WHAT MAKES US WHO WE ARE: ROCA'S CREATIONS

The global leader in the bathroom space, Roca has been widely acknowledged for its exceptional design concepts, high-end quality and employment of cutting-edge technologies.

Roca's history is synonymous with guaranteed performance and trust. It has brought about an entire product revolution in sanitation with the progress of technology. Roca's International Design Centers and R&D teams have developed advanced products that are benchmarks in technology, innovation and design.

Roca is dedicated to the creation of highly versatile products which are easily adaptable to the habits of consumers all over the world. Staying true to its philosophy of design and sensibility, Roca's gamut of product collections are based to serve all kinds of customers across the globe. With a keen sense of consumer trends and market scenarios, Roca is constantly evolving and redefining itself to produce collections that make impeccably designed bathrooms a way of life.



Escuadra

The Escuadra series stands tall with **bold, straight lines** and **flawless curves**, without any sharp edges. Roca's exclusive water-saving '**click technology**' and easy maintenance add to the uniqueness of its faucets.



Urban

The Urban collection which features the skyline of the world's four most famous skylines - **Berlin, Barcelona, New York and Shanghai** - is cutting-edge and lends a unique originality to the bathroom. With its **masterful design**, it makes the basin a focal point of the bathroom.



Dama-N

The Dama-N collection places a whole world of possibilities within its customer's reach. Reflected in its wide range, this collection with its **neutral lines, rounded curves** and **bold shape** is suited for every bathroom space. The collection features a combination of products making it an essential for any aesthetic bathroom.



Thesis

Thesis, designed by **Antonio Bullo**, is all about the art of contrast. Combining **rounded curves** and **clean straight lines**, the overall block shape contrasts perfectly with the slender and slim line features that run through the range. Thesis also **explores a new relationship with water**. Moving on from the traditional cylindrical flow of water, Thesis offers a waterfall effect flow through a sleek curtain spout.



Lumen Avant

Lumen Avant, a **fully-automated luxury toilet** designed for superior comfort to satisfy a user's highest expectations, is available in both black and white. While facilitating maximum intimate hygiene with its washing, water intensity regulation and drying functions, it also offers superior value with its **in-built music system and intelligent remote control**.



Hall waterless urinal

Hall, a **flush-free urinal** that works without water, was conceived keeping in mind the needs of very crowded areas. The siphon with a **lifespan of 6,000 uses** is designed to be easily and hygienically replaced.

ROCA'S FLAGSHIP BUILDINGS: THE GALLERIES

Unique spaces where the values of design, innovation, sustainability, wellbeing and leadership come together to flaunt a strong pedigree, rich heritage and global presence.



Barcelona Gallery www.rocabarcelonagallery.com
Designed by Carlos Ferrater



Madrid Gallery www.rocamadridgallery.com
Designed by Lamela Studio



Lisboa Gallery www.rocalisboagallery.com
Designed by Ferruz Decoradors



London Gallery www.rocalondongallery.com
Designed by Zaha Hadid

ROCA'S CONTINUOUS ENDEAVOUR TO SAFEGUARD THE ENVIRONMENT

At Roca, sustainability is a key value that is implemented across all products and production processes. Roca's every effort is dedicated towards the conservation of its very essence, the element it works with: water.

Roca is keenly aware that water is a unique and limited resource, and has therefore spent over 50 years developing water and energy saving devices for its products, thereby contributing to responsible use and consumption of water. In addition to sustainable technology, Roca has established the 'We Are Water Foundation' in 2010 (www.wearewater.org); a foundation that shows its solidarity with people and communities most affected by water shortage and its consequence. Roca has been committed towards a sustainable environment and also advocates the sustainable management of water resources.

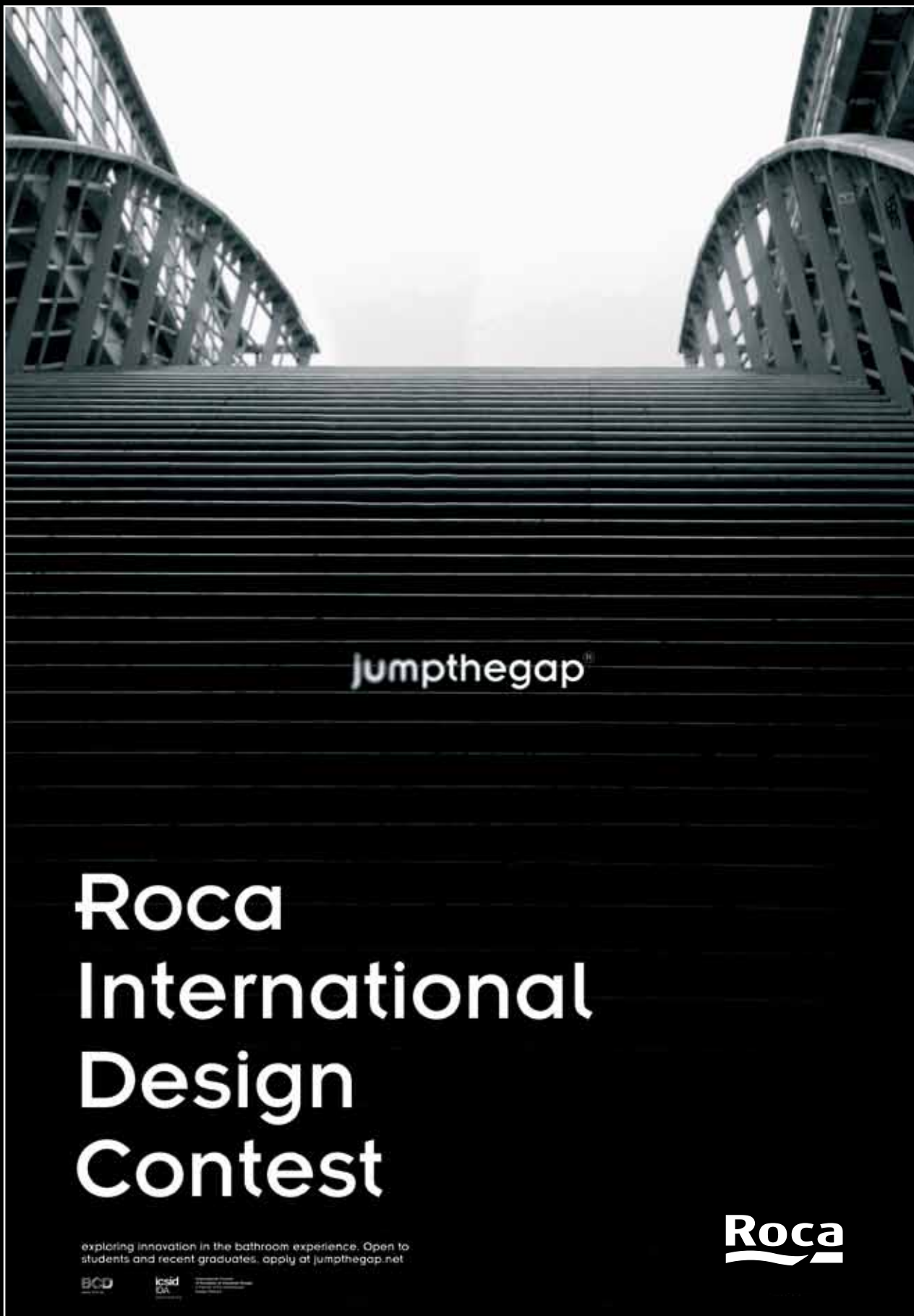
A fine example of the We Are Water Foundation's initiative is the Ganjikunta initiative (in collaboration with the Vicente Ferrer Foundation in Anantapur). The construction of reservoirs resulted in the eradication of poverty and the recovery of the ecological balance of the area.



The Ganjikunta Initiative





ROCA'S INTERNATIONAL DESIGN COMPETITION JUMP THE GAP: HONING YOUNG TALENT



jumpthegap[®]

Roca International Design Contest

exploring innovation in the bathroom experience. Open to students and recent graduates. apply at jumpthegap.net

BCD  

Roca

Jump the Gap is a creative international design competition that brings new and innovative concepts to the bathroom and transforms dreams and desires into reality. Jump the Gap represents Roca's support for the new generation of designers. With this initiative, it continues its commitment to young talent and to identify innovative ideas with which to build a bridge between today and tomorrow.

Since its inception, Jump The Gap has brought on board a jury of prestigious architects and designers. This year, in its fifth edition, the president of the jury was Japanese architect Kazuyo Sejima (Pritzker Architecture Award 2010) and she was supported by an eminent jury panel.

Despite being an international design contest, Jump The Gap's stature is evident from the fact that it has successfully raked in more than 100 entries in India in a short span of time.

THE MUCH CELEBRATED COLLABORATION: ARMANI ROCA



ARMANI / **Roca**

The Armani/Roca bathroom space is a collaboration that witnesses a perfect blend of Giorgio Armani's impeccable design and Roca's expertise in delivering sophisticated luxury and making the bathroom an epitome of flawless art.

BROWSE YOUR BATHROOM AT ISH 2013



Roca booth at the ISH

ISH, regarded as the world's leading trade fair for 'The Bathroom Experience', is held in Messe Frankfurt's fully-booked up Exhibition Centre. Roca, the world's leading global bathroom brand, uses this prestigious forum to showcase its proposals and ideas for defining the bathroom space. This year, Roca put up a stunning innovation and design showcase conceptualized around the unique theme: 'Browse Your Bathroom'. The Roca stand, designed like a digital catalogue, allowed visitors to browse product novelties and designer ranges in a distinctive format.

With this year's avant-garde, triumphant presence at the ISH, Roca continues to reinforce its position as a world leader in the bathroom space. Following ISH's impressive showcase, ACETECH 2013, scheduled to be held from 17th to 20th October this year, will be conceptualized around the 'BYB' theme.

ISH

ROCA TO PARTICIPATE IN ACETECH 2013, MUMBAI

After a successful stint at ACETECH 2012, Roca is poised and ready to woo visitors yet again. In the 9th edition of ACETECH Mumbai, Roca will be showcasing its innovative novelties and designer collections. A process of continuous learning and development has ensured Roca's position right at the helm of revolutionary trends in design, technology and sustainability.

Roca will be seen participating in this much celebrated platform. The 'Browse your bathroom' concept will come to life once again after a successful run at the ISH earlier this year. The attendees will witness this unique theme through a never-seen-before experience as they navigate a life-sized rendition of a catalogue of products. Through this unique concept, Roca will showcase a comprehensive range of products that bolster its brand values of design, innovation, sustainability, well-being and leadership.

October 2013 will witness the world's leading manufacturers in the fields of engineering, architecture and construction come together for this year's ACETECH.



17th, 18th & 19th October, 2013

Mumbai Exhibition Centre

Stall B1, Hall 1 (right at the main entrance)