

## At the unveiling of the 2009 Roca Collection

### Presentation of the I Space and Form. Designing the Future forum

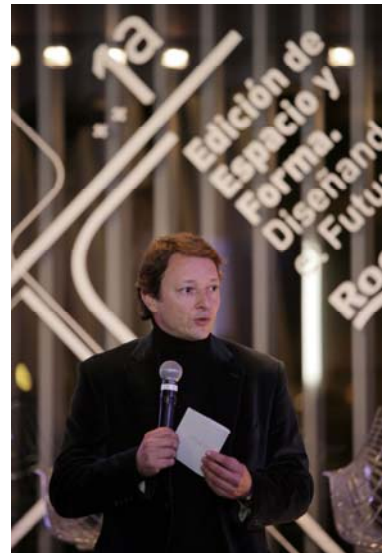
- Roca organised a round table with six internationally renowned young architects to reflect on future trends in architecture and design.

Barcelona, 26 November 2008.- As part of the annual unveiling of the 2009 Roca Collection, the I Space and Form. Designing the Future forum was held. This Roca initiative, which was hosted at the Hotel Juan Carlos I in Barcelona, attracted a large number of architects, interior designers, designers and media representatives keen to discover the latest trends in architecture and design.

The Space and Form. Designing the Future roundtable was led by seven internationally-renown architects, who discussed the challenges being faced when creating the space of tomorrow. Andrés Jaque, José Luis Vallejo, Borja Ferrater, Fabrizio Barozzi, Pedro Romera, Manuel Pascual and Félix Arranz considered the plurality of current designs and which would become the formal and conceptual foundations of the architecture of the future.

The I Space and Form. Design the Future forum is a Roca initiative that seeks to become a benchmark encounter for professionals, where key current and future topics regarding architecture and design will be discussed. At this year's forum, the cultural importance of architecture today and the barriers and opportunities facing it in the future were analysed, with special emphasis on the key step to harmonize the relationship needed between innovation, design and sustainable development.

Specifically, José Luis Vallejo, from the Ecosystem Urbano studio, interpreted the importance of ecology in the digital technology era; Borja Ferrater, from the Office of Architecture in Barcelona, spoke about the importance of heritage and architecture's commitment to society; and Andrés Jaque, from Andrés Jaque Arquitectos, expressed his opinions about creative responsibility.





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Fabrizio Barozzi, from Estudio Barozzi Veiga, considered the need for a common European identity to be forged that would allow architectural solutions and concepts to be created that coexist with the different cultures; Pedro Romera, from Estudio Romera y Ruiz Arquitectos, discussed the pragmatism of comfort; and Manuel Pascual, representing Zulo\_ark, provided an overview of evolution from the point of view of architectural activism. Finally, the architect Félix

Arranz, invited the speakers to reflect on the current and future challenges facing architecture, while also analysing the new interaction and information media. The event was held as part of the presentation of Roca's new products for 2009 and ended a pleasant evening when light refreshments were served to all the guests.

This Roca initiative seeks to share new ideas, consider the future direction of architecture and design, and assume the challenges set by society when it comes to designing new experiences for tomorrow's spaces. According to Xavier Torras, the Corporate Brand and Communication Director at Roca, "we live in a changing society that requires us to establish a dialogue between architecture and design, a society that is looking for creative, integrating and technologically innovative solutions:"

#### About Roca

Roca is the world leader in marketing sanitaryware products and a benchmark in design. The partnerships with some of the most outstanding architects (Moneo, Chipperfield, Herzog & de Meuron), and interior designers and design studios (Benedito Design, Giugiaro, Schmidt & Lackner).are examples of how design and innovation are integrated in its business sample.

Proof of this commitment to design is the Jump the Gap International Design Competition, aimed at young architects, interior designers and designers under 35 years old. Entries close and 31 December of this year and the winning project, selected by a jury consisting of leading architects and designers, will be unveiled at the next 100% Design in London.

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