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Roca unveils its new Urban washbasin and faucet collection, inspired by four international cities

- **Roca, a global leader in designing bathroom solutions and a benchmark in design, launches its cutting-edge Urban washbasin and faucet collection**
- **The new Urban washbasins bring the skylines of such cosmopolitan cities as Berlin, Barcelona, New York and Shanghai to bathroom design**

Barcelona, 8th July 2009.- Roca unveils one of its main new products for 2009: the Urban washbasin and faucet collection. Right from its earliest days, Roca has been committed to design and innovation, by offering unique experiences for the bathroom spaces and being a trend-setter around the world. The Urban collection is the result of that work. The collection converts the bathroom into an absolutely exclusive, avant-garde and modern space, and is aimed at an innovative audience that finds a cosmopolitan expression and a way of understanding day-to-day life in urban aesthetics.

The new collection is already available and is inspired by four flagship cities: Barcelona, New York, Shanghai and Berlin. The items of the collection depict the main buildings in those cities.

The Urban collection comprises four models of square free-standing washbasins, made out of porcelain for sanitary ware. The collection also contains two types of functional and ergonomic faucets. In accordance with Roca's desire to produce environmentally-friendly products, the two models feature an exclusive system that reduces water consumption with a maximum water-flow of 7l/minute.

About Roca

ROCA is the world leader in defining bathroom solutions and a benchmark in design. It is currently present in over 135 markets 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 is building the future through design and innovation, and works with internationally renowned architects, interior designers and designers. Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner, together with Roca Design Center, have developed collections for Roca, the global benchmark in designing bathroom solutions.

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On the other hand, Roca also supports talented young designers and architects, with initiatives such as Jump the Gap, the International Design Competition aimed at fostering the new talent of the future and which provides an international showcase for the winning project and its author.

On 24 September, John Pawson, the renowned architect and chairman of the Jury, will reveal the winning project at the 100% Design London trade fair.

www.roca.com
www.jumpthegap.net