

PRESS OFFICE  
Tel.+34 93 201 10 28

Elena Elorriaga  
elena.elorriaga@bm.com

## **Roca is taking part in the Shanghai Expo 2010**

- **Roca is at the “*Disigñ, el acento español del diseño*” (Disigñ, the Spanish accent on design) exhibition and is the official sponsor of the Spanish Pavilion**

**Barcelona, 1st July 2010.-** Roca, the global brand which defines the bathroom space, is taking part in the Shanghai Expo 2010 as the official sponsor of the Spanish Pavilion which opened its doors on the 1<sup>st</sup> May and can be visited until the 31<sup>st</sup> October. The space, designed by the architect Benedetta Tagliabue, features ceramic floor and wall coverings from the latest Roca collections.

Roca is also present in the “*Disigñ, el acento español del diseño*” exhibition, a display produced by the ddi (National Society for Developing Design and Innovation), in conjunction with the State Company for International Exhibitions (SEEI) and presided over by Ramón Úbeda. Situated in the Spanish Pavilion, the exhibition brings together recent work by Spanish companies and creators from all design disciplines emphasizing their international dimension. The exhibition features, in particular, the collaboration between Roca and architects Belén and Rafael Moneo, who designed the ‘Frontalis bathroom collection’.

Roca’s participation in the Shanghai Expo signifies another step forward for the brand’s presence in Asia. Roca products have also been chosen to suppliers to the Hong Kong Government for several hospital and health centre projects. The brand was also present at the Beijing Olympic Games as official supplier to the Olympic Village, two stadiums and several hotels.

The Shanghai Expo is regarded as the biggest in history and is expected to attract 70 million visitors from all over the world.

### **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 markets and have 68 plants spread across 18 countries.

In a process of continuous evolution, Roca is deeply committed to the excellence of the design of all 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.