

Technologies at the service of a touchless world



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What's NEWS

Dear Reader,

I would like to take this opportunity to greet you on What's News for the first time as Roca Group's Marketing and Design Director.

As you are aware, the aim of this publication is to share interesting information on the fields of action of the Roca brand. Unfortunately, our activity has been affected in recent months by the COVID-19 pandemic. Our goal throughout this period has always been to help reduce the risk of infection, both by temporarily closing or limiting activity in workplaces and by postponing most of the in-person events we organize all around the world.

During this time, we have remained especially attentive to the diverse concerns of our users and customers, and we are working to develop new formats and channels to stay in touch with all of them. Thereby, we're able to strengthen the values of proximity and collaboration that characterize our brand. In the following pages, you will find detailed information on some of these initiatives. For example, the international design competition *jumpthegap*® has launched a special edition to compile projects that help improve hygiene in public spaces. We have also highlighted items in our product portfolio that can help minimize contagion, such as touchless technology solutions. And through the Instagram profile of Roca Gallery, we have organized a new series of interviews with architects and designers, with whom we discuss the impact of the pandemic and the issues it raises.

The current circumstances have led everyone to reflect even more on the importance of hygiene as a vehicle for health, well-being and social progress in the most disadvantaged regions of the planet, which have been especially hard hit by these recent emergencies. This edition of What's News highlights the work of the We Are Water Foundation in its continuous participation in cooperation projects, but also in disseminating the United Nations Sustainable Development Goals (SDGs), which establish common goals to attain a more sustainable future. The Foundation has analyzed the pandemic's impact on various communities of the world through reports and activities.

Finally, I am pleased to continue driving initiatives that further enhance Roca's global reputation, for the benefit of everyone. On behalf of my entire team, I would like to express our sincere thanks for your trust and contribution to the ongoing growth of our brand and organization. I am convinced that, together, we will overcome all new challenges posed by these uncertain times.

Best regards,

Marc Viardot
Marketing and Design Director
Roca Group

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Technologies at the service of a touchless world

Preventive measures and social distancing to avoid the spread of COVID-19 have enhanced technologies like touchless, contactless or biometric identification, which are based on the activation of devices without direct physical contact

Doors that open when we arrive, dryers that activate when bringing our hand closer, trunks that close with a movement of our foot, lights that are switched on, faucets and WCs that activate, soap and gel dispensers, windows, blinds, air conditioning units, lifts... The touchless technology, mainly based on the integration of movement sensors into daily use elements, has been so far synonymous with comfort and convenience. In some countries it is a fully integrated technology in any environment, while in other markets it is still related to premium products or spaces. This was the situation until now...

One of the multiple revolutions brought by the COVID-19 pandemic is the reappraisal of the touchless technology for its ability to help stop the spread of the virus in public spaces. Indeed, health authorities insist that the best way to prevent contagion is social distancing and one of the main recommendations is to avoid direct contact with surfaces likely to retain the virus. Those products and services equipped with touchless systems allow users to carry out actions as common as opening a door or a faucet without having to touch them. For

this reason, the high hygienic capacity of this technology is now fully appreciated.

Contactless or biometric identification are similar innovations to touchless. Contactless is basically a wireless data transmission system to pay your purchases by holding your credit card or mobile phone close to a payment terminal. On the other hand, biometric identification also allows users to make payments or access certain spaces without any physical contact: the system "listens to" the voice, or "reads" the face or iris of the user to identify him/her and grant access. COVID-19 is also driving the use of these technologies and many companies all around the world are including them in their portfolio to respond to a new demand of touchless products and services.

Will the expansion of these technologies continue after the pandemic? Will we integrate touchless systems into new everyday products and services? Will we stop considering them premium solutions? New unsolved mysteries left by coronavirus...



The L20 collection integrates touchless activation in a modern and elegant faucet



L70-E electronic faucet, with the option of battery-powered operation or with connection to the mains

Roca's touchless solutions: no contact, maximum hygiene

In view of the current scenario, in which hygiene is more of a priority than ever, Roca offers a wide range of touchless solutions for the use of the main elements in the bathroom, both in private and public spaces

Roca's touchless solutions include all kinds of electronic products for the bathroom such as faucets, operating plates and mechanisms for cisterns and urinals or mirrors, with the aim of making the bathroom space a 100% safe space from contagion.

Faucets with presence sensor

Some of the highlights include faucets with presence sensor such as L20-E, L90-E, Loft-E, M3 or Sentronic, which activate the water flow when they detect hands, without having to touch them. Available in different versions –one water, pre-mixed and mixers–, Roca's faucets with sensor can be connected to the mains or work with batteries, allowing their installation in any bathroom space regardless of the availability of a power connection.

Designed to shut off the water supply when they detect no presence, Roca's electronic faucets contribute to sustainability and the rational use of resources as they guarantee that no faucet is left open involuntarily.

Touchless sanitary ware

In a space as sensitive as the toilet, Roca offers electronic operating plates that activate the cistern flush when moving our hand in front of it and even allow users to program the activation of the flush when they move away. With a minimalistic design and easy installation, the EP-1 and EP-2 operating plates allow the full or half activation of the flush, while the PL3-E model, aimed at spaces with an intensive use, features a vandal-resistant mechanism that prevents its theft.



Touchless faucets activate when bringing our hand close to a minimum of 10-25 centimeters, depending on the model



Electronic operating plates for WC and Prisma Confort touchless mirror model

For public urinal spaces, Roca offers built-in and wall-mounted electronic flush valves like Sentronic, with presence sensor and the option of programed activation, and also comprehensive solutions such as the Euret electronic urinals, programed to automatically activate the flush after their use. There are also mechanical solutions, such as pedal foot faucets, which also prevent the use of hands and minimize the risk of contagion.

Touchless mirrors

Another option offered by Roca to guarantee full hygiene in the bathroom are mirrors with integrated touchless technology. The Prisma Confort models activate functions such as the lighting or the demister device just by moving your hand, eliminating any contact and achieving a clean mirror at all times.



Loft-E, with integrated sensor in spout



Touchless solutions offer greater safety in bathroom spaces of semi-public facilities such as hotels, restaurants or office buildings

Roca has created a specific section in its webpage with the entire catalogue of touchless solutions for both public spaces and private bathrooms.

Solutions for public restrooms 

Solutions for private bathrooms 

Special edition of *jumpthegap*®: practical solutions against contagion

Roca adapts the traditional theme of the international design competition to give credit to innovative ideas focused on sanitation, hygiene and wellbeing in an environment deeply affected by COVID-19

Starting with the first competition held in 2004 and throughout eight editions, the international design competition *jumpthegap*® has supported the work of young architects and designers through the recognition of innovative projects in the scope of the bathroom space. According to the foreseen schedule, the ninth edition had to take place in 2020, but the exceptional situation caused by the spread of coronavirus has led to the calling of a special edition of *jumpthegap*®, focused on gathering ideas that allow for optimum personal hygiene conditions in any environment.

Unlike the regular editions of the competition, which compile projects of a conceptual nature, *jumpthegap*® has requested projects that are feasible in the short term. Thus, it aims to contribute in a practical manner to preventing the spread of coronavirus while disseminating the importance of maintaining optimum personal hygiene in any circumstances. The submission period has been reduced to 15 days and €1,000 have been awarded as prize money to each one of the five selected projects.

This special edition of *jumpthegap*® has assessed 297 projects from 1,567 participants in 94 countries. In its general assessment, the jury has highlighted the effort made by all participants to integrate functionality and design, with feasible projects aimed at reducing the risk of contagion in public spaces. As usual, the jury has been made up of renowned professionals from the fields of architecture and design: Carl Hensman, Head of the Water, Sanitation & Hygiene Program at the Bill & Melinda Gates Foundation (U.S.A.); Deborah Seward, director for Europe of the United Nations Information Centre (Belgium); Luciano Kruk, founder of Luciano Kruk Arquitectos (Argentina); Odile Hainaut and Claire Pijoulat, co-founders of WantedDesign (U.S.A.); Isabel Roig, executive director of BCD – Barcelona Design Center (Spain); Xavier Torras, Roca Communication and Brand Director (Spain); Jordi Corral, Roca Global Innovation Project Manager (Spain); and Ernest Hernandez, Roca Design Manager (Spain).

In all editions held so far (eight standard and one special COVID-19), *jumpthegap*® has had more than 26,000 participants from 150 countries and has consolidated as a platform where international design and architecture students and professionals can show their talent by providing innovative solutions.

Winning projects

“Bubble Bump”, by Alina Pshenichnikova (Moscow, Russia).

A device that automatically releases liquid disinfectant in the shape of soap bubbles to ensure that children keep their hands clean and free of the risk of

contagion. Its design and operation turn handwashing into something fun for a specific segment of the population (aged 1 to 6), not used to regular hygiene but with great transmitting power. Designed for nursery schools and children's areas (malls, hospitals, etc.), it also has an infrared sensor to measure body temperature.

The jury valued that “it does not force a certain behavior, but channels it through games and enjoyment”, and responds to “the priority of finding an efficient solution in school environments.”

“E-Tapis”, by Hao Wang and Hanyuan Hu (Nanning, China).

Smart shoe sole cleaner to be used in spaces that require special protection (hospitals, residences, offices, schools, etc.), in view of the fact that the virus can survive up to five days in footwear. The user stands on the indicated space and brushes with



“E-Tapis”



“Bubble Bump”

nozzles that spray liquid disinfectant and clean the sole are raised. The device also includes a disinfection and cleaning system with UV light for the brushes.

The jury highlights its user-friendliness and its technical feasibility as well as “the design of the device and its installation option both in residential and public spaces.”

“Lux”, by Juan Restrepo (Eindhoven, Netherlands).

Smart disinfection system that uses UV light to reduce germs and pathogens that can spread in public bathrooms. It has sensors to control the movement of users: when detecting that the facility is empty, different UV lights located in the ceiling automatically activate, with a pathogen destruction capacity of 99%.

The member of the jury Odile Hainaut considers that “it is a good response to ensure adequate safety and hygiene in public use facilities.”

“OM”, by Rafael Vinader (Valencia, Spain).

Sanitary totem that includes an automatic dispenser of hydroalcoholic disinfectant gel and an infrared system to measure body temperature from the wrist of users. It features a LED screen that shows the temperature and is especially indicated for the entrance of highly-transited public spaces.



“UVClean”



“Lux”

Jordi Corral points out that “it combines two elements (hygiene and temperature control) that we always see separately and with very poor design solutions.”

UVClean, by Lidia Grits (Milan, Italy) and Ekaterina Epifanova (Moscow, Russia).

Faucet equipped with a UV-light cabin to disinfect objects such as mobile phones while the user washes his/her hands. The project focuses on objects that can spread coronavirus; specifically, on mobile phones, defined as “the third hand we never wash.” The device is made up of a faucet, a soap dispenser and a dryer, which activate with a touchless system, as well as a small cabin to place personal items. While the user washes his/her hands, the objects are disinfected with a UV-light system and can be afterwards collected with clean hands and without contact with risk surfaces.

The jury has especially valued “the integration of personal hygiene with the disinfection of daily use objects, using technologies already available in the market and in a device with a very user-friendly interface.”



“OM”

Roca Master Design Challenge, the world final of Roca's express design competition

The event focused on innovation, design and sustainability and was aligned with the United Nations' Sustainable Development Goals

Roca invited all contestants who won the first prize in the thirteen editions of the Roca One Day Design Challenge held in 2019 to participate in the first edition of the Roca Master Design Challenge, the world final of Roca's express design competition.

Focusing on design, innovation and sustainability, the program of activities of the event was aligned with the Sustainable Development Goals of United Nations and was held in collaboration with the BDC (Barcelona Design Center).

The participants, from all countries where the competition was held in 2019—Poland, Portugal, Argentina, Russia, Australia, Malaysia, Indonesia, Oman, Bulgaria, Arab Emirates, China, Madrid and Barcelona—, had the chance to attend workshops and talks on topics that were highly interesting for them in different spaces linked to design such as the materials workshop at Materfad, the Barcelona Materials Center; or the digital manufacturing workshop masterclass at Fab Lab. The program also included cultural visits to emblematic sites in the city and an architectural tour around 22@ with Nicanor García, architect and photographer, who taught them tricks related to architecture photography and encouraged them to create and share their own pieces.



The awards ceremony took place at the Saló de Cent in Barcelona's Town Council



Participants during the materials masterclass

Contestants also had to face the design of a product for the bathroom space in a limited time, following the traditional format of the Roca One Day Design Challenge, although with a few novelties such as the submission of a sketch and a render and the oral presentation of the project.

The final ended with the awards ceremony at the emblematic Saló de Cent at Barcelona's Town Council, a space built in 1373 and where mayors traditionally take office. The ceremony was attended by the consuls of some of the participating countries, such as Poland, Argentina, Australia, Malaysia, Indonesia, Arab Emirates, Bulgaria and China, a gesture that reconfirms their interest in supporting the young talents of their own countries and also provides an important institutional recognition to Roca's work in the promotion of this kind of activities.

The winner of this world final was Ahmad Alkattan, the representative from United Arab Emirates. His project "Exsinka" consists of a basin that can be moved wherever it is needed with the use of an app in the mobile phone. Equipped with castors, "Exsinka" is specifically designed for people with reduced mobility and represents, in the words of the jury, "an opportunity to rethink the static elements in the bathroom, adding a mobile piece that can be used even outside the bathroom space."

With the aim of contributing to the education of these young students and professionals, the award consisted of a course at the prestigious Domaine Boisbuchet summer school in France, internationally renowned for its training programs presented by some of the best and more innovative designers, artists and architects from all around the world. Moreover, Ahmad received a prize in cash of €3,000, a BenQ monitor and a Wacom tablet, companies sponsoring the world final.

The jury of this special edition was made up of João Bessa, designer and founder of BESSA; Josep Congost, Design and Innovation director at Roca; Kenneth Koh, founder of Quarters Architects; Isabel Pintado, regional director at Wilson Associates; Timur Burbaev, industrial designer and art director at Art. Lebedev Studio; Isabel Roig, managing director at BCD (Barcelona Design Centerh); and Xavier Torras, Roca Brand Communications Director.

At the end of their stay in Barcelona, contestants highlighted that their participation had allowed them to learn and receive training in topics they deemed of great importance, in addition to enjoying a wonderful personal and professional experience. Moreover, it was the perfect occasion for all winners to meet and get to know each other, exchange experiences and show their skills in different aspects related to design and creativity.

In view of the success of this activity, in terms of institutional recognition and the goals of the competition, Master Design Challenge has put the finishing touch to all 2019 editions, a year marked by recognitions such as the Red Dot Awards, the arrival in new countries and the increase in the number of participants.



Participants from Poland

Roca One Day Design Challenge, awarded at the prestigious iF Design Awards

The award recognizes the value of the corporate image and branding of this competition



Roca One Day Design Challenge has evolved over time, growing and increasing its presence all over the world, but always keeping in mind its main goal, which is to bring the brand closer to young professionals and students, assess their potential and boost their professional careers. The award at the iF Design Awards 2020 in the communication discipline and in the corporate identity/branding category acknowledges this strategy and complements the prize received last November at the Red Dot Awards. Roca One Day Design Challenge is a renowned brand today, valued in the field of design. This was the opinion of a jury made up of 78 prestigious experts from over twenty countries, which chose it from among the 7,298 projects from 56 countries that participated to obtain the sought-after quality distinction and seal.

Receiving this award entails the confirmation of the competition's format which, far from being exhausted, is increasing its popularity with higher participation levels every year. More and more cities wish to host an edition, in countries where it has never been held before: thirteen editions took place in 2019 and the

international expansion is planned to continue in 2020. This award also validates the suitability of this format to promote young talent and increase its contact with the professional world.

The iF Design Awards are international design awards presented by iF International Forum Design and were established in 1953 as part of an industrial fair in Hannover, Germany, with the aim of acknowledging good design. Throughout its 67 years of history, these awards have become an internationally renowned excellence seal. In addition to the already mentioned corporate identity/branding category, the prizes also acknowledge the best designs in different disciplines, such as product design, packaging, architecture and interior design, among others.



The competition has progressively increased its presence all around the world

Roca at Casa Cacao, the new project of the Roca brothers

It is the first hotel of the chefs with three Michelin stars

The Roca brothers, awarded three Michelin stars, launched their new project Casa Cacao, a hotel with a chocolate factory, in February. The chefs have, once again, put their trust in Roca for the equipment of the different bathroom spaces of these lodgings located in Girona, home town of the renowned brothers. The interiors of the boutique hotel have been designed by the team of Tarruella Trench Studio and Callís Marès Arquitectes, who have clearly banked on quality, relying on the brands that best represent their spirit, as is the case of Roca.

The bathroom space of the rooms of the Casa Cacao boutique hotel has the best equipment to ensure guests enjoy a comfortable and relaxing stay. We can find the simplicity and elegance of the Meridian WC or the cosmopolitan design of the Loft faucets. Also the premium range of Raindream and Rainsense metallic extraslim shower-heads, with innovative systems for easier cleaning.

The Roca brothers and family had already developed projects with the brand of bathroom products. "We feel at ease with the Roca brand, because of its commitment to excellence and the design of its products," Anna Payet, another renowned member of the family, pointed out.

Both brands share synergies, such as quality, closeness and rigour in their different projects, as well as a shared social awareness, mainly focused on the more rational use of water and greater awareness of a more sustainable development. For this reason, in 2018 they launched the project "RocaXRoca", in which the renowned chefs created an exclusive gastronomic experience for Roca guests where they explained the philosophy of their restaurant and carried out a wine tasting followed by a dinner created by the team of El Celler de Can Roca.



The designers chose the brand for the quality and design of the products



The chosen faucet collection was the cosmopolitan Loft



The aim was to create a comfortable and relaxing space for guests

The president of Bulgaria visits Roca's factory in Kaspichan

With its 100-year history, it is the oldest sanitary ware plant in Bulgaria and Roca's largest facility in the Balkans

The president of Bulgaria, Rumen Radev, visited Roca's vitreous china plant in the city of Kaspichan, in the northeast region of the country, at the end of June. The Bulgarian president was welcomed by Roca's managing director in Bulgaria, Romania and Croatia, Dimitar Doynov, who had the opportunity of showing him the high manufacturing standards the company works with, as well as the different product ranges manufactured in these premises. The visit was also attended by the mayor of Kaspichan, Milena Nedeva, and by other representatives of Roca's team in Bulgaria. As a souvenir of the meeting, the president of the country and the mayor of the city received a copy of the book *Roca. 100 years design by design*, which provides an overview of Roca's leadership in the design of innovative solutions for the bathroom space throughout its century-long history.

The factory in Kaspichan is the oldest facility specializing in the manufacturing of sanitary ware in Bulgaria, after celebrating in 2019 its first 100 years of history. Its relationship with Roca started in 1999, as part of the acquisition of the Laufen Group. Since its arrival in the country, Roca has made important investments in increasing the plant's capacity, technological renovation and implementation of the Group's quality and environmental management systems. A new factory was built in 2007, very near the original factory, thus becoming Roca's largest production center in the

Balkan area and one of the most modern facilities of the group in Europe.

The current production of the plant is intended for both internal consumption and export to other European and Asian countries. One of the highlights is its commitment to the protection of the environment, with the implementation of the Zero Waste program and the planting and maintenance, as an initiative of the workers themselves, of its own forest, known in the area as "Roca's Forest". The Roca Group currently employs 400 people in Bulgaria and also has a training center aimed at ensuring that the country's consumers receive the best service.



Part of Roca's team in Bulgaria, during the president's visit to the factory in Kaspichan



Bulgaria's president, Rumen Radev (left), along with Roca's managing director in Bulgaria, Romania and Croatia, Dimitar Doynov (right)

Recognition to Roca in Portugal for its entrepreneurial activity

The magazine *EXAME* places it in the first position of the real estate sector in the ranking of the best companies in 2019

The magazine *EXAME*, one of the most renowned publications in the Portuguese business sector, has carried out a study in collaboration with the consulting firms Informa DB and Deloitte, which rates Roca as one of the best companies in the country. The ranking, which has reached its thirtieth edition, is one of the most prestigious and best-valued in the Portuguese business sector. The criteria this ranking is based on are sales growth, asset profitability, return on equity and cash flow, among others. The report highlights "the consistency of the company's

financial indicators," which place it as one of the leading companies in the sector.

For Roca, this recognition implies a very positive assessment of the work it carries out and "of the effort made by the entire team, pointing out the commitment of the company to becoming a key part of the business structure of the country," as stated by representatives of the company in Portugal during the awards ceremony.



Roca representatives received the award

Technology and new finishes at Expo Revestir 2020

Roca presented its new bathroom, kitchen and tiles collections at the industry's most important trade fair in Brazil

São Paulo hosted Expo Revestir 2020 in March, the most important fair in the bathroom sector in Brazil. At the exhibition, Roca presented a stand with technology, colors and sustainability as highlights, in which it showcased its latest launches in bathroom spaces, kitchens and tiles.

The new color finishes were also presented, such as Gloss White, Matt White, Beige, Pearl, Coffee, Graphite or Onyx, which are added to already renowned collections such as Inspira or Beyond. The first stands out for its ultrafine rims and for being manufactured with the Fineceramic® technology, a feature it shares with the second, this one standing out for its organic shapes and a more contemporary design.

At Expo Revestir 2020, Roca also displayed the collections designed by renowned professionals, which are proof of the brand's commitment to the architecture and design sectors and to the latest trends.

The Ruy Ohtake by Roca collection of basins, by the iconic architect Ruy Ohtake and awarded with the "RedDot Best of the Best" award, also had its space in the stand. Another highlight was the Infinity basin collection, designed by the architect Fernanda Marques, which received the Best in Show 2019 award last year and is now available in seven finishes.

The wall-hung In-Wash® smart toilet was also present at Roca's stand, a piece that facilitates cleaning and the saving of water thanks to its 3/6l dual flush system.

As for faucets, Roca displayed the Everlux technology for the Insignia collection, which received the IF Award 2019 in the Product Design category, one of the most renowned design prizes worldwide. In addition to the Chrome finish, Insignia was presented in seven finishes: Titanium Black, Brushed Black, Rose Gold,

Brushed Rose Gold, Gold, Brushed Gold and Brushed Platinum, allowing different combinations to develop more attractive projects.

As a great novelty in Brazil, Roca presented its kitchen sinks line, which provide outstanding resistance and a waterproof surface that prevents the filtering of liquids, thanks to the innovative Quarzex® material, made up of steel and fire clay.

Finally, the new tile collections of the brand were also showcased at the stand. Some of the novelties on display were the large format ceramic pieces, 1.2x2.5m and 2x1m. The first dimension can be applied without cutting, favouring savings and the elimination of building site waste. The second one, on the other hand, can be transported in elevators, without having to lift the piece, making it easier and more comfortable to transport.



The color finishes were also shown in the collection of sinks designed by the architect Ruy Ohtake



The tile collections with graphics added the touch of colour



The kitchen spaces were one of the great novelties



With four geometric patterns, the Palace collection plays with cutouts of various stones



The collection played with reliefs



Fine lines triumphed among the presented bathroom collections



Infinity basin designed by the architect Fernanda Marques

Outstanding presence of Roca at Casa FOA Argentina

The brand sponsored the most important architecture, design and landscaping fair in South America

Roca, always aiming to support the most important events in this sector, has been once again the main sponsor of Casa FOA Argentina, as it did in the Brazilian edition of the fair.

Roca's novelties and its most iconic products were showcased at the fair, among them the new collection of basins designed by the Brazilian architect Ruy Ohtake, awarded with the Best in Show prize to the best vitreous china and with the Best of the Best prize at the Red Dot Awards 2019; and the Iconia faucets, designed by Ramón Benedito, recently awarded with the iF Design Award 2019. Moreover, visitors showed great interest in the new generation of In-Wash® smart toilets, the Rimless system or the Fineceramic® porcelain material, all being the result of Roca's research in materials, innovation and technology.

The fair closed this year's edition with record numbers: 55 spaces in 5,730 square meters with more than 4 million visitors, the participation of 1,200 architects and interior designers and the presence of the best brands and companies within the sector.

Casa FOA, established in 1985, is a meeting point in which designers, architects, decorators and landscape designers chosen for their talent and prestige share their projects and products with the public. Over the years it has become a must in the cultural agenda in Argentina and other South American countries and an unmissable event to discover the latest trends in design.



The stand showcased the most iconic products and the latest launches



One of the pieces in the basin collection designed by Ruy Ohtake



Kitchen faucet Mencia

Roca presents a new ceramic concept at Cevisama 2020

The brand showcased its global solutions and novelties at the international fair for ceramic tiles held in Valencia

With the slogan Openmind/Ceramics, Roca invited all Cevisama visitors to open their minds to textures, formats, colors and finishes in a new ceramic concept. To do this the brand designed a 600 square meter lab space where floor and wall tiles were used as tools and a source of inspiration for architects, interior designers and visitors.

The In&Out finish, soft to the touch, joint-free and suitable to be installed indoors and outdoors,

modular solutions, the Thinbig large format ceramic pieces and the 20 mm floor tiles were displayed as tools of the future and inspiration, a result of technological innovation and R+D research carried out by the brand. Roca also presented its functional collections, conceived to be combined and experimented with no limits.

As a whole, the stand was a mission statement with the aim of displaying the different and infinite

possibilities of Roca products. The installation paid tribute to the magnitude and scale of architecture and proposed a route where the new Roca collections were showcased combined with pieces of furniture.



The stand paid tribute to the magnitude and scale of architecture



New colors and finishes were launched



The Roca collections were combined with furniture



The brand presented solutions for indoors and outdoors

Storia, the furniture line for a customized bathroom space

It allows the combination of different units with drawers, doors and open shelves, providing the option of choosing from a wide variety of finishes

Roca presents Storia, a new collection of furniture that joins the customization trend, providing a personalized bathroom space.

The new line offers more than 10,000 possible combinations of six units, achieving a maximum length of two meters. It also provides different storage options with full extraction drawers, doors and open shelves.

Storia offers different installation options for basins: vanity basins in Surfex® or over countertop and in countertop basins in Fineceramic®. Three installation types available in two exclusive materials to adapt to different styles and to all kinds of grooming routines.

Moreover, it is available in four trendy finishes: Gloss White, Nordic Ash, Textured City Oak and Arctic Grey.



Storia provides a great variety of storage options

The Infinity basin collection by Fernanda Marques receives the Red Dot Design Award

The collection by the Brazilian architect has been developed with the Fineceramic® technology, exclusive at Roca

Roca's commitment to design and innovation in the development of products continues to garner top-level international praise. On this occasion, the Red Dot Design Award in the "Product Design 2020" category was awarded to the Infinity basin collection, designed by the prestigious Brazilian architect Fernanda Marques. This collection, already awarded at the Expo Revestir 2019 trade fair in Sao Paulo as "Best In Show", stands out for its original simple lines and for offering a unique balance between aesthetics and functionality.

As explained by Fernanda Marques, "from the beginning, I expressed my wish of working with textures and mixing elements. When I visited Roca's plant with my team, we were able to discover the technologies that enable us to materialize our knowledge to create a product with a universal design." Specifically, the Infinity collection has been

developed with the Fineceramic® technology, exclusive at Roca, which allows the creation of vitreous china pieces with a minimum thickness and 30% lighter than conventional pieces. At first sight, Infinity also stands out for the combination of ceramic material and metal –located in the space to place the soap and toiletries–, to conceal the hidden waste and for a silky finish in matt white color.

The specialized jury of the Red Dot Design Awards, some of the most prestigious design awards in the world, has selected Roca's collection from over 6,500 participants. It is the second consecutive year that these awards recognize a Roca collection, after the award to the basin collection designed by Ruy Ohtake in 2019.



The Infinity collection surprises for its simplicity, elegance and combination of materials

Roca presents the Pals faucets with the joystick handle as a distinguishing mark

Straight lines, cylinders and different diameters join in a sophisticated and original collection



The traditional upper handle of faucets has become an elegant and ergonomic joystick in Pals, the new faucet line presented by Roca.

Roca's joystick technology features a special sealing system around the handle that prevents the accumulation of water and its filtering inside the cartridge. This hinders the build-up of lime and dirt in the base of the joystick, leading to a smooth and accurate operation at all times and a longer life of the faucet.

The collection can be combined with cylindrical, square and semi-square basins and is available for basins, bidets, baths and showers.

In the case of basins, Pals can be found in two heights and in a built-in option that makes it easier to adapt to all kinds of spaces. Thus, the collection can be installed on wall-hung, vanity, in countertop and over countertop basins. Its built-in bath-shower model saves space thanks to the RocaBox Universal built-in body, which offers an installation depth of only 7 cm. A solution that improves the aesthetics of the product, allowing greater freedom of movement and increasing the feeling of spaciousness in the shower area.

On the other hand, the basin and bidet models include an aerator at the end of the spout that limits the flow to 5 liters per minute, which provides a decrease in the water consumption without reducing the level of comfort.

Pals basin faucets are available in two heights



The collection is available also for bidets, baths and showers



In showers Pals offers an installation depth of only 7 cm

#RocaGalleryConnects, the reflection on architecture and design trends moves to Instagram

Roca Gallery has transferred the discussion on architecture and design trends to Instagram by conducting live interviews with professionals of the industry. The success of this proposal guarantees its continuity

The lockdown situation created by the COVID-19 pandemic has led Roca Gallery to develop a new format that conveys its vocation to offer design and architecture professionals meeting points where to reflect on the most important challenges faced by the industry. This is how the initiative #RocaGalleryConnects was launched at the beginning of March, a series of live interviews with world renowned architects and designers through Instagram Live.

Along with the possibility of openly talking to key professionals within the industry, the live format also

provides the value of interactivity, as after the questions posed by the Roca Gallery team, a discussion is opened and all participants can share their contributions. Nearly 25 interviews were conducted with professionals with very different backgrounds and careers between March and July, which have allowed them to address issues like design for millennials, lighting trends, inspiration and the creative process, collaborative work spaces or the different versions about the future of architecture, with the common core idea of sustainability.

The initiative has been a real success, both in terms of number of live participants and subsequent viewing of the interviews, as well as participation and interactivity of users all around the world. All this has led to #RocaGalleryConnects consolidating as a new format of relationship with professionals, which will continue in the future regardless of the evolution of the pandemic.



Fernanda Marques (Brazil), founder of Fernanda Marques Arquitetos Associados



Tomek Rygalik (Poland), founder of Studio Rygalik



Emre Arolat (Turkey), founding partner and head of Design at Emre Arolat Architecture (EAA)



Luciano Kruk (Argentina), founder of Luciano Kruk Arquitectos



Diane Thorsen (Dubai), Hospitality Design Director at Gensler Design



Byron George (Australia), director of Russell&George



Isabel Pintado (Dubai), senior Vice President Africa, China, Middle East and Thailand at Wilson Associates



Andrew Trotter (Spain), founder of Studio Andrew Trotter and Openhouse Magazine

Watch them on “IGTV” space of the Instagram profile @rocagallery_official



“Changing direction”, a monograph at rocagallery.com on the effects of COVID-19

The platform rocagallery.com has modified its themed program to launch the special monograph “Changing direction”, which analyzes the short and long-term impact of the pandemic on certain aspects of society



Rocagallery.com was launched as a platform to share interesting knowledge on relevant issues, with a special focus on the contribution of architecture and design to the main challenges society is facing.

Every month, the site presents a monographic topic chosen by an expert committee that meets every year to identify the topics that will mark the debate in the industry on the short and medium term. The outbreak of the COVID-19 pandemic in the first quarter of the year has made it necessary to rethink the planned calendar for the first time and to

develop a special monograph on the impact the pandemic is having on different levels, specially focusing on analyzing the role played by architects, designers and engineers in the definition of the post-virus scenario.

The monograph, titled “Changing direction”, is made up of a collection of articles that address issues such as the development of new social spaces that allow social distancing, the new conception of “collective space”, the specific impact on the design of work spaces, the mandatory rethinking of health

systems or the creative and social experimenting opportunities offered by the current situation.

The articles have been prepared by the team of collaborators of rocagallery.com, made up of renowned professionals in very different specialties, who address every topic with a critical and multidisciplinary vision. As usual, the monograph also offers specialized resources for further information.

Articles



"From now on, we must prepare globally for the defense of a society subject to the uncontrollable"

New solutions for the new normal (Xavier Torras, Roca Communication and Corporate Brand Manager)



"The design of the workplace is at the intersection of value creation, technological advancement, generational change, sociology, psychology, brand identity and space planning"

Post-COVID workplaces (Emanuela Frattini, architect and designer. Head of Design at Related Companies)



"The construction of integrated and coordinated health networks that provide comprehensive health in all territorial areas is today a right for all citizens that cannot be postponed"

Reflections on the health network (Mario Corea, founder of Mario Corea Arquitectura)



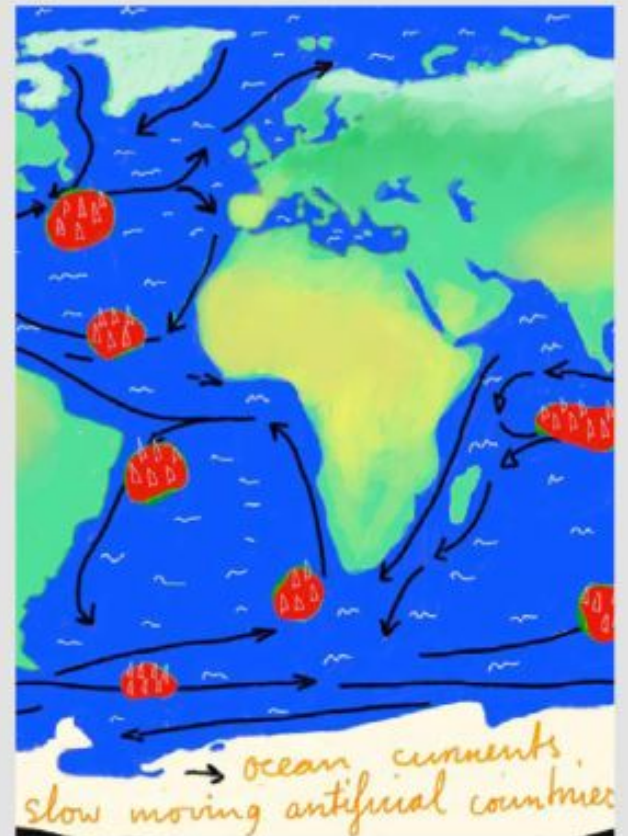
"Architects and designers will be instrumental in containing the current health crisis and reviving our efforts to curb climate change and inequalities and imbalances"

On hold (Diane Gray, executive director of LA(H)B Laboratorio Arquitectura Hospitalaria Barcelona)



"Let us recognize the values of the built city where we are confined today, let us identify correctly the enemies of urban life and let us once again reclaim urbanism as a tool of positive transformation"

Confined in the city (Maria Buhigas, architect and urban planner. Founder of the Urban Facts platform)



"Whatever the outcome of this crisis, it presents us with a unique opportunity, a moment of reflection that can be used for self-realization and new beginnings"

Scenarios after coronavirus (Sander Wassink, artist and designer)



“Out to sea. From the problem to the solution”, an exhibition to raise awareness of the pollution of the oceans

The exhibition opens at the Roca Barcelona Gallery after touring more than twenty cities in Europe and Asia

Roca presented, along with the We Are Water Foundation, the exhibition “Out to sea. From the problem to the solution” to raise global awareness of the seriousness of the plastic waste that invades our oceans.

The exhibition, which can be visited at the Roca Barcelona Gallery until the end of October, was created by the Zurich Design Museum in association with the Drosos Foundation and was curated by Roman Abersold, professor at the University of Zurich. The exhibition showcases all levels affected by the plastic problem, as well as the possible solutions to avoid increasing its effects in the future.

Scientists alert us every day of the consequences of the damage we are inflicting on the planet. Between 8 and 12 million tons of garbage reach the sea around the five continents every year, a result of poorly managed waste. 15% of this amount moves around the surface of the sea, another 15% reaches the coasts and the rest sinks to the seabed, posing a serious threat to aquatic ecosystems and marine species. In view of this situation, any initiative is important for society to make a commitment to fight against this emergency. As an example of the ecological disaster, this exhibition hosts an installation with floating plastic debris from different oceans. At

the same time, in a parallel narrative, the background of the problem is presented and the serious impact it generates, both environmentally, socially and economically, is analyzed. The exhibition also proposes solutions to this crisis to encourage citizens to take action and put a stop to plastic pollution.

This exhibition joins all the other initiatives developed by the We Are Water Foundation to improve the health of water in the planet, both that of the oceans and the access to drinking water in communities where this is still not possible.



The exhibition hosts an installation with floating plastic debris from different oceans



Different documents analyze the impact of the problem



It was created by the Zurich Design Museum

“Plastic oceans” to raise awareness of waste in the sea

A whale created with Roca products and surrounded by plastic is the core idea of the installation

Every year, 8 million tons of plastic waste reach seas and oceans, according to experts. For this reason, if we do not stop dumping waste, by 2050 the ocean will have more plastic than fish.

With the aim of raising awareness of this reality, the window display of the Roca Madrid Gallery has been transformed into “Plastic oceans.”

The piece, conceived by the creative studio MIRA, shows a whale created with over 60 products from different Roca collections and stands out for its large dimensions and for incorporating the real movement of a cetacean. The creation coexists with jelly fish and manta rays also created with Roca products that are surrounded by dozens of bottles and plastic.



The window display of the Roca Madrid Gallery has become a hot spot in the city



The display was created with over 60 Roca products

Hygiene is key to save lives

The We Are Water Foundation has intensified its activity in the last few months, with the participation in new projects in communities especially threatened by the pandemic and an intense awareness-raising activity on the impact of COVID-19

The We Are Water Foundation has worked for more than a decade in the promotion of a new water culture and in the development of projects that guarantee the access to water and sanitation in the most disadvantaged areas of the planet. Throughout this time, it has disseminated the importance of personal hygiene to eradicate pandemics that are often forgotten by developed societies, such as diarrhea and pneumonia, which continue causing hundreds of daily deaths all around the world.

The outbreak of the COVID-19 pandemic has worsened the situation even more for the 3 billion people that lack access to adequate handwashing facilities with soap and water in their homes. In other words, only three out of every five people in the world have basic facilities for this elemental hygiene norm, recommended by all international institutions as the most effective method against the virus.

In view of the rapid spread of COVID-19, in recent months the Foundation has worked in the development of its own new actions and in the support of new projects and programs, with a dual objective: on the one hand, to contribute to stopping short-term transmission in the most vulnerable communities; on the other hand, to raise awareness among the population of the importance of hygiene beyond the current situation, focusing on regions that have been suffering similar pandemics for decades.



The problems of access to water and sanitation are endemic in Indonesia, especially in rural areas



Afghan refugee camp

In the area of raising awareness, the We Are Water Foundation has developed a special section in its website with numerous articles that reflect on the impact COVID-19 is having on the most disadvantaged communities. Specifically, it has drawn attention to the situation in regions such as the Sahel, the strip that crosses central Africa from the Atlantic Ocean to the Red Sea; the Pacific Fire Belt, in Indonesia; or the refugee camps in different regions of the world. All these regions already suffer extremely severe social and political situations, now worsened by the new pandemic. Likewise, it reflects on the difference between experiencing a global pandemic in advanced societies and in vulnerable communities, in areas like education or everyday life in large cities.

The We Are Water Foundation has also participated in the Great Solidarity Challenge, a major campaign carried out in Spain to raise funds to stop the spread of the virus in the country and in other vulnerable countries. The Foundation had a prominent presence in the historic online gala event organized by this initiative, which reached an audience of over 21 million people on social networks and raised 164,500 euros.

In recent months, the We Are Water Foundation has driven four new cooperation projects, with a special focus on communities at risk of the transmission of COVID-19. The first project in Nicaragua and a project to generate job opportunities in South Nias (Indonesia) stand out.



The COVID-19 pandemic has worsened the situation of communities already affected by problems of access to adequate water and sanitation

Water, sanitation and hygiene in schools in San Lorenzo-Boaco and Yalí-Jinotega (Nicaragua)

Developed in collaboration with World Vision, it is carried out in schools of the central-north region of Nicaragua, where groundwater sources are unable to supply the population. Moreover, schools are located very far away from wells and there are no adequate infrastructures to transport water and keep adequate hygiene of children. The construction and rehabilitation of systems to access good quality water and sanitation in some schools of the region, as well as education in hygiene habits is also planned.

Water and sanitation for life and the generation of job opportunities in South Nias (Indonesia)

Also developed with World Vision, the objective is to improve the health and life conditions of the members of different communities in South Nias, one of the least developed and remote areas in the North Sumatra province (Indonesia). To this end, it is planned to provide access to improved clean water and sanitation to the most vulnerable groups and to work in the strengthening of water committees and in the development of a water and sanitation entrepreneurship program.

Mali and Burkina Faso

The We Are Water Foundation has also driven two new projects in Mali (collaboration with Acción Contra el Hambre) and Burkina Faso (UNICEF), also focused on the improvement of hygiene, sanitation and access to water conditions.



Woman and her destroyed home in Lombok



Kelly Alvarez Doran is Senior Principal architect in MASS Design Group, a team of architects, landscape architects, engineers, builders, furniture designers, writers, film makers, and researchers across the globe, with offices in the US, London and Kigali. He leads the London office and oversees MASS's work in Europe, West Africa, and Global Business Development. He has contributed an article in the February edition of rocagallery.com. *The Doers.*

MASS is not a conventional architecture firm. It is integrated by more than 120 professionals from different disciplines. Why do you think this multidisciplinary approach is important for your practice?

Multidisciplinarity is the only way to develop a truly holistic approach to a project. We have incrementally expanded the range of disciplines in our office, from originally just architecture to now encompass landscape architecture, geotechnical, civil, structural and MEP engineering, quantity surveying, construction management, interior and industrial design, carpentry, and communications. This has fundamentally changed the way we operate because instead of the normal prime/sub agreements, we're able to work across disciplines more fluidly through all stages of design in lockstep, and do so in the same room. Naturally this leads to more knowledge sharing, and as a result towards more informed, holistic decision-making throughout a project.

At MASS the issue of sustainability has a holistic approach, that goes beyond energy use and efficiency. What other issues do you take into account when tackling a new project, considering the current climate emergency situation? Is it in the architects' and designers' hands to limit global warming?

The built environment contributes to more than half of annual GHG emissions. A large part of the scope of work in the construction industry has been historically defined by architects, engineers, and planners ... so if not us, who?

Sustainability, as a mode of practice, has generally defined environmental performance largely through the reduction of operational emissions, most commonly under the guise of "energy efficiency." Over the past 30+ years this has in turn created a system of design and construction that has made buildings more layered, more complex, more difficult to construct, and built from vast, opaque supply chains of materials and labour. Though well-intentioned, the consequences of this mode of practice is a design culture disconnected from the social, economic, political, and ecological realities its decision-making engages.

Take, for example, something as ubiquitously "stainable" as an aluminium extrusion for a double-glazed window system. That material would likely be sourced in a bauxite mine in West Africa; smelted in Iceland; processed and extruded in southeast Asia; shipped to Dubai (or Mumbai) then onto Dar es Salaam; and finally transported by truck to Rwanda. Through whose hands did it pass? Who profited (or not) along the way? Was all labour fair and legal? What ecological impacts did the extraction, smelting, extruding, and transportation have? And this is one of hundreds of materials that currently comprise a large building.

To help this conceptual shift we're working with language from the Slow Food movement and modifying it to suit construction: Good, Clean and Fair. Every decision must

be taken into account with respect to the full impact of a material assembly, and in doing so we can work to unravel the complexity of our building systems in the same way chefs have been working to change our food systems. They're a decade ahead of us in this transition—we have this decade to rebuild our systems.

What do you think are the challenges that young architects and designers will have to face in the years to come?

1. Educate ourselves and become deeply familiar with the means required to ensure that every project we work on is making dramatic steps towards climate positivity. To change such a slow-moving industry we need to start immediately making demands of suppliers and builders to be sourcing and building differently. For example, if we all specified insulation made from natural, carbon positive materials (as opposed to petrochemicals or stone) we'll create the market for innovation and drive the fossils out of the corner of our industry.

2. Spend time with your supply chains. Get to know your masons, your carpenters, your framers. Ask them where they're sourcing their materials now, and compare that to how they would have done so a century ago. How far afield was Gaudí sourcing the materials and labour for his buildings?

3. Get used to retrofit. In the UK there is the RetroFirst campaign, and the EU has just launched a Circular Economy policy. We need to reduce the emissions of our current building stock dramatically, and do so while not radically increasing the embodied emissions. 100% of emissions currently exist ... so let's start looking at what we have, and figure out how to improve it. Demolition and greenfield construction should be the last resort. The future is more regional, and circular.

MASS has carried out many projects in Africa, in places where water is a precious resource and sanitary infrastructure is almost nonexistent. How do you overcome this situation?

Designing in contexts where water and power are not a given is incredibly liberating, and teaches us everything we've seemingly forgotten. In our first project in Butaro, Rwanda, we were asked to design a hospital ward in an area where power was unreliable. Without power HVAC systems are ineffective and as a result, we went back to first principals to create passive ventilation in the wards that achieve the air changes required to avoid patient-to-patient infection transmission. Orientation, operable openings, solar controls, natural light, and designing for air pressure and buoyancy created by the thermodynamics of a room's inhabitants, resulted in a ward without forced-air mechanical systems.

From a water perspective it's a similar approach: capturing all rainwater to supply grey water, fire, and irrigation limits the demand for trucked or piped potable water. In such a hilly context we sited the water uphill and relied



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largely on gravity systems to achieve pressure across the project. Again, utilizing millennia-old techniques that we've seemingly lost sight of in "developed" contexts.

It is often said that traditional building techniques are more sustainable and should be recovered and implemented in today's construction. What is your experience? What should we learn from the past in order to build a better future?

Traditional buildings are reflective of a region's material and labour, not the other way around. My current house—a "traditional" working class house built in 1903 on the then outskirts of London by a private developer—is built of 'London Brick,' on a stone foundation, with timber joists, floated glass windows, and a slate roof. The vast majority of the weight of this house was sourced within 5 miles, with the roof likely coming from Cornwall, and the timber from Scotland or Canada. The masonry is exquisite; the house's original structure is in excellent shape; and generations of occupants have performed minor modifications over the years to transition the house from coal to generations of gas boilers. This house will easily outlast us, and our son. Compare that to the new house being built around the corner—built to last 60 years, of a layer cake of walling iced with 1-wyth brick veneer, of PVC glazing, of roll-roofing ... a house meant to look like ours but built within a system of planned obsolescence.

At the Rwanda Institute for Conservation Agriculture (RICA) we're using stone footings ... we asked our engineers, "What did we design foundations out of before reinforced concrete?" Out of everything we're doing in that project to reduce the carbon footprint stone foundations have had, by far, the most dramatic impact.