



## In-Wash<sup>®</sup> In-Tank<sup>®</sup>, the evolution of Roca's smart toilet

**The new *jumpthegap*<sup>®</sup>  
aims to respond to the  
2030 Agenda**

P4

**Pyros, the new shower  
tray in Stonex<sup>®</sup>**

P8

**The 5<sup>th</sup> edition of the  
WeArt Water Film Festival  
announced its winners**

P19

*Editorial*

P2

*Highlights*

P3

*Roca around  
the world*

P4

*New products*

P8

*Roca  
Gallery*

P12

*We Are Water  
Foundation*

P18

*Featured  
personality*

P20

# W what's NEWS

Dear Reader,

As this *What's News* goes to press, we are hopeful about the progress of vaccination programs around the world, which should allow us to recover a certain degree of peace of mind very soon.

Recent events have highlighted one of our historic operational principles: constant innovation in the development of solutions that meet the real needs of consumers. This vocation attains a unique relevance in the current context of accelerating digital transformation, sustainability awareness and the concern for health and hygiene.

In this edition of *What's News*, we have compiled several success stories of our capacity to adapt and redefine our activities to our changing environment. A good example is the evolution of the international design competition *jumpthegap*®, which now focuses on projects that effectively contribute to the Sustainable Development Goals set by the United Nations.

Our latest product launches include a new smart toilet with new integrated flushing technology, called In-wash® In-tank®, two complete new faucet collections Cala and Alfa, new bath and shower solutions in Stonex® and Surfex® and the Proton urinal, which offers an extra level of hygiene in public spaces. The most important international design awards (iF Design and Red Dot) received for the Brazilian washbasin collection Horizon confirm our commitment to the development of innovative and aesthetically appealing products. Meeting the growing expectations of end users improving their private homes.

The Roca Gallery ecosystem plays an increasingly relevant role in the task of monitoring trends, always in collaboration with thought-leading architects and designers, including the latest winner of the Pritzker Prize, Anne Lacaton.

I would like to thank you for your trust in a period as complex as the one we are experiencing. The support and commitment of all of us is more essential than ever to successfully tackle present and future challenges.

Best regards,

**Marc Viardot**

Corporate Marketing and Design Director  
Roca Group

## Contents

P.

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### Highlights

In-Wash® In-Tank®, a new era in hygiene and technology 3

### Roca Around the World

The new challenge for *jumpthegap*®: solutions to the call to action of the 2030 Agenda 4

Roca One Day Design Challenge returns to Portugal with a successful digital edition 6

Annual program of roadshows to promote the Cratos shower tray manufactured in Senceramic® 7

Roca's Horizon basins receive recognition for their design 7

### New Products

Pyros, new shower tray in Stonex® with integrated drain 8

Baths in Stonex® and Surfex®, baths with personality 9

Proton, the new generation of Rimless public urinals 10

The Gap D-Trit, a WC with integrated waste macerator 10

Cala and Alfa, balance between elegance and sustainability 11

### Roca Gallery

Rocagallery.com, a critical, cross-cutting view of the new challenges for architecture and design 12

Gender barriers in architecture, a discussion at rocagallery.com 13

Zaha Hadid Design and Soul Arquitectura Interior, among others, participate in #RocaGalleryConnects 13

Virtual meeting about co-living spaces and communities 14

Experts examine the modern digital realities of design 14

The interior designer Patricia Bustos analyses home trends for millennials 15

The present and future of the retail environment, under discussion 15

RIBA China presents a program to support women in architecture 16

Ma Yansong, Wan Huig and Bryant Lu participate in "Architecture Perspectives" 17

A digital exhibition explores the relationship with nature 17

### We Are Water Foundation

Water is not enough in India 18

Four stories for one water 19

### Featured Personality

Pepe Gimeno, 2020 National Design Award 20

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Highlights

# In-Wash® In-Tank®, a new era in hygiene and technology

## The new model combines the functionalities of smart toilets in a compact piece with integrated cistern

Times change, and social awareness of the importance of hygiene and health is here to stay. We all seek more thorough, efficient and environmentally friendly cleaning.

Along with the importance of personal care comes the concern for household care, an increasingly multifunctional area, in which space optimization proves to be essential.

With the aim of meeting the demands of society, Roca takes a step further by launching In-Wash® In-Tank®, a WC that removes the cistern and integrates the water tank into the bowl.

As it does not require installation with frame and built-in cistern, In-Wash® In-Tank® saves as much as 10-20 cm in space compared to other In-Wash models.

The result is a more compact WC that eliminates the visual impact of the cistern and saves space, providing increased versatility when installed in different kinds of homes, as it does not require complex masonry work or drilling.

In-Wash® In-Tank® guarantees optimum hygiene, thanks to the Vortex technology, which generates a flush that spreads with full force around the entire bowl with a 360-degree flow and minimum water consumption. Furthermore, In-Wash® In-Tank® prevents the buildup of dirt with the Rimless design, which removes the inner rim present in traditional WCs.

Its innovative features also include the Soft Air technology, which propels water towards the upper section, ensuring a full, effective and silent flush.

To prevent the buildup of dirt and facilitate the removal of particles, In-Wash® In-Tank® features the new and exclusive Supraglaze® enamel. Applied on the existing traditional glaze, this innovation provides an ever smoother and pore-free surface.

Furthermore, the new glaze contributes to the planet's sustainability as it requires less water and cleaning products to keep a surface clean and in perfect condition over time.

### Innovation for total care

Roca's new smart toilet offers the same features as In-Wash® for a comfortable wash and maximum hygiene in the most intimate body areas. Its integrated retractable nozzle cleans itself before and after each use for maximum disinfection.

By means of a remote control or the side panel, In-Wash® In-Tank® allows users to easily access a customized hygiene experience. Moreover, the buttons provide the option of a full or partial flush for greater saving of water.

Roca's smart toilet features a presence sensor that blocks the washing and drying functions when there is nobody on the seat. In-Wash® In-Tank® also features a LED night light, designed to help users get their bearings the dark, and which can be adjusted to four different modes.



The visual impact of the built-in cistern disappears with In-Wash® In-Tank®

# The new challenge for *jumpthegap*®: solutions to the call to action of the 2030 Agenda

Starting with the 2021 edition, the international design competition adjusts its objectives and challenges participants to develop creative designs that respond to the demands of the 2030 Agenda

Throughout its eight regular editions, nearly 25,000 *jumpthegap*® participants from 150 countries have presented avant-garde and innovative solutions, in response to the challenges expected to define the evolution of the bathroom space in the future. For this reason, every two years without interruption since the first edition in 2004, the awards have been presented to projects with outstanding creativity but still unfeasible with today's technology. Two examples: the first winner was "Liquified" (2004), a solid material for hotel bathrooms that melts and can be molded with body heat in the last edition, the winner in the professional category was "Morpho" (2019), a modular floor made of elastic strips whose main function was to improve water consumption and provide users with an emotional response.

In 2020, the urgent needs arising from the pandemic led to the launch of a special edition aimed at compiling innovative ideas focused on sanitation, hygiene and wellbeing. These solutions were closer to reality and had to be feasible in the short term. Despite shortening the deadlines, this edition was, once again, a success both in terms of participation, with nearly 300 projects by more than 1,500 participants from 94 countries, and of the quality level of the proposals submitted.

## Innovative and technologically feasible ideas

The 2021 edition of *jumpthegap*® focuses more in-depth on the idea addressed in the special edition and adapts its rules and regulations to seek solutions that provide real answers to the new future challenges. What would these challenges be? The vision of the future of *jumpthegap*® incorporates the cross-cutting challenges posed by the United Nations 2030 Agenda for Sustainable Development, such as health care and hygiene, the planet's preservation, respect for diversity or equal access to technological advances. For this reason, the competition challenges the new generations of designers and architects to come up with real and innovative solutions for the bathroom space with a truly social, inclusive and sustainable approach. To this end, this edition proposes new participation categories and new deadlines for projects (see chart). The final goal for all participants is to design a product or service that solves any of the challenges included in the 2030 Agenda, provides added value to innovation and is technologically feasible.

One aspect of the new *jumpthegap*® that does not change is the prestige and recognition of the members of the jury. As usual, the jury is made of a selec-

tion of internationally renowned professionals from the world of architecture, design and sustainable development: the architect **Shigeru Ban** (president of the jury); the designers **Andrea Trimarchi** and **Simone Farresin**, founders of the studio FormaFantasma; the designer **Paul Priestman**, president of PriestmanGoode; **Deborah Seward**, director of the United Nations Regional Center in Belgium; **Somi Kim**, director of Healthcare Solutions at Johnson & Johnson (J&J) Design; **Isabel Roig**, general director of Barcelona Design Centre; **Mariana Amatullo**, President of the Cumulus Association and Associate Professor of Strategic Design and Management at Parsons School of Design and **Marc Viardot**, Corporate Marketing and Design Director at Roca Group.

## More than a design competition

The commitment of *jumpthegap*® to this new future will not end with this 2021 edition and the announcement of the winning projects. The project will continue in 2022 with different round tables and meetings to discuss the challenges our planet and society are facing.





**Shigeru Ban.** Architect. President of the jury.



**Mariana Amatullo.** President of the Cumulus Association and Associate Professor of Strategic Design and Management at Parsons School of Design



**Somi Kim.** Director of Healthcare Solutions at Johnson & Johnson (J&J) Design



**Paul Priestman.** President of PriestmanGoode



**Isabel Roig.** General Director of Barcelona Design Centre



**Deborah Seward.** Director of the United Nations Regional Center in Belgium



**Andrea Trimarchi and Simone Farresin.** Founders of the studio FormaFantasma



**Marc Viardot.** Corporate Marketing and Design Director at Roca Group

## Four new categories, focusing on sustainable development

Participants in the 2021 edition of *jumpthegap*<sup>®</sup> will have to define their projects within the four new categories of the competition, which gather the main goals defined by the 2030 Agenda in their relationship to the bathroom space:

- **Wellness & health:** designs that enhance the balance and harmony between body, mind and our environment, based on new levels of comfort and peace of mind for users and clients.
- **Neutral design:** designs that ingeniously address diversity (ethnicity, body, gender, age, etc.) and the wide range of capacities displayed by human beings.
- **Water & energy:** designs that promote a transformation on facing the rising demands and constraints as a consequence of population growth and climate change.
- **Crisis & emergency:** designs that tackle a permanent crisis and emergency context through agile, feasible and replicable materials and technologies, in any geographical market.

Rules & Regulations

# Roca One Day Design Challenge returns to Portugal with a successful digital edition

## 300 participants from all over the country tackled the challenge of redesigning the urinal for safe and hygienic use by any citizen regardless of age and gender

In March 2020, Portugal hosted the last edition of Roca One Day Design Challenge, before the impact of the Covid-19 pandemic, which led to the cancellation of the planned editions in all countries in the following months.

One year later, in March 2021 and also in Portugal, the competition was put in motion again in a special online edition, the first of the thirteen that will take place throughout the year and which will be held online or in-person depending on the health situation in each different country.

As in previous editions, participants were asked to design a product related to the bathroom in just one day. On this occasion, the young participants faced the task of redesigning the urinal for safe and hygienic use, regardless of the age or gender of the user, taking into account the fact that, throughout history, the improvements in the ergonomics of urinals have mainly focused on male users.

Another current problem is related to sustainability. For that reason, Roca One Day Design Challenge, which is aligned with the United Nations Sustainable Development Goals, asked participants to take into account saving water and taking care of the planet.

All projects were assessed by a jury made up of renowned professionals from the world of design and architecture: the architect Filipa Robina Pontes de Sá, collaborating partner of the interior designer Nini Andrade Silva; Bruno Saraiva, architect and associate director of the studio S + A; Patrícia Santos Pedrosa, architect, researcher and founder-president of the Association Women in Architecture (Portugal); Bárbara Gomes and Luís Melo, winners of the previous Portuguese edition of the Roca One Day Design Challenge; and Jorge Vieira, general manager of Roca in Portugal.

Of all the projects submitted, "Up & Down" was chosen as the winner. The jury chose this design due to its original and functional shape, because it guarantees hygiene and cleaning and can be adjusted to every user. The innovative urinal was designed by Sofia Vasco, a graduate in Fine Arts and studies in the School of Design of Lisbon and Beatriz Filipe, student of the Faculty of Fine Arts, University of Lisbon.

The second prize was awarded to "Wavy", by João Barrulas and João Marques, both students of the University of Evora. The jury chose this project for its design potential, for being original and adjustable ensuring the quality of the pieces.

The project "Peefree", created by Vitória Melo Alves (School of Architecture, University of Lisbon) and Luís Coutinho (Instituto Superior Técnico) was awarded the third prize. The jury highlighted its versatile finish

and function, as well as its ergonomic and adjustable shape and its sustainable and innovative character.

In addition to Portugal, Poland, Russia, Argentina, Bulgaria, Indonesia, Malaysia, Singapore, China, Oman, United Arab Emirates and Spain (Madrid and Barcelona) will also host the event.

With this competition, Roca strengthens its commitment to the promotion of creativity and young talent, providing visibility to young architects and designers in their early careers and fostering innovation in the bathroom space.



The jury's deliberation took place at the Roca Lisboa Gallery



1st prize winner designed by Sofia and Beatriz Filipe



2nd prize winner designed by João Barrulas and João Marques



3rd prize winner designed by Vitória Melo Alves and Luís Coutinho

# Annual program of roadshows to promote the Cratos shower tray manufactured in Senceramic®

## Participants attend live cut-to-size demonstrations

With the aim of promoting the Cratos shower trays among professional installers, Roca is offering a program of training roadshows in distributors' showrooms in different Spanish cities.

The Cratos shower tray, manufactured in Senceramic®, has a very stylish and extraslim design that allows its perfect integration with the bathroom floor. Moreover, Cratos can be easily cut to size, and this has been shown live to the attendees of the roadshow events.

Thanks to the Senceramic® material and the innovative production process, Cratos combines its antislip, matt and slightly rough finish with the qualities of ceramics, resulting in a very hygienic shower tray that is easy to clean and resistant to chemical agents, as participants at the various demonstrations held throughout Spain are able to see first-hand.



The properties of Senceramic® allow the exact cutting of Cratos shower trays to fit the shower space

# Roca receives recognition for its design for the third year in a row

## Horizon basins designed by João Armentano, have received the Red Dot Design Award and iF Design Award

The Horizon Geometric and Horizon Skyline 80 basins have earned recognition for their design, receiving two of the most prestigious international prizes in the world of product design.

The Horizon Geometric collection has been awarded with the Red Dot Design Award 2021, while Horizon Skyline 80 has also received the iF Design Award 2021 in addition to the Red Dot.

Roca has received these awards for the third year in a row, underlining the brand's commitment to the highest standards of design and innovation.

"We are deeply honoured and proud of these two great achievements at the Red Dot Design Awards, for the third year in a row. The Horizon collection represents a real example of Roca's technological perfection and the ingenuity of João Armentano, which can be appreciated in every detail. The awards confirm the exceptional quality of the design," declared Sérgio Melfi, Commercial and Marketing Director of Roca Brazil.

Horizon Geometric is an asymmetrical and ultrafine basin that stands out for its geometry and simplicity, which enable a combination of lights and shades.

Horizon Geometric is manufactured in Fineceramic®, which makes it possible to achieve extremely fine lines that are only 5 millimeters thick and an inner surface that is soft and uniform. Thanks to this technology, it is 40% lighter and 30% more resistant than a traditional basin.

Moreover, the tilted surface of the basin and the discreet water outlet allow water to drain better, making it more efficient and user-friendly.

Both have been designed by the Brazilian architect and designer João Armentano.

Geometrical and clean lines are also the defining features of the other award-winning basin, Horizon Skyline 80, which presents a meticulous inner structure.

The piece is inspired by the versatility of sculpted fire clay basins, applied with the practicality of ceramics.



Horizon Skyline 80 stands out for its minimal aesthetics

# Pyros, new shower tray in Stonex<sup>®</sup> with integrated drain

## Highly antislip surface in a design with endless cut-to-size possibilities, for bathrooms of any size

The new Pyros shower tray makes the most of the properties of soft stone Stonex<sup>®</sup>, a material developed by Roca and inspired by natural resources. Its exclusive formula is made up of selected high-quality resins and mineral charges that allow the creation of ultra-slim pieces, which provide easy access to the shower space and perfect integration with the bathroom floor. Both features guarantee greater safety and new design possibilities.

Safety and design are also the features that define Pyros. Firstly, it offers safety provided by a highly antislip textured surface, with integrated drain and very pleasant to touch. Moreover, the outer layer of the

shower tray provides antibacterial properties that meet the most demanding regulations.

As for design, the extra-slim surface offers a very stylish design that facilitates floor-level installation for full aesthetic integration in the shower space. The cut-to-size option, another defining feature of Stonex<sup>®</sup>, allows its installation in bathrooms of any size. Moreover, it offers a range of up to seven finishes (White, Beige, Pearl, Slate, Coffee, Onyx or Black) to adapt to any kind of interior design. Its colour variety adds character and sophistication, in addition to opening up to multiple combinations with other Roca products in the same finish.



Close-up of the integrated drain



Pyros allows perfect integration in the shower area



One of the finishes in which Pyros is available is Coffee

# Baths in Stonex® and Surfex®, baths with personality

These exclusive materials by Roca combine antislip properties, high resistance and durability with the option of shaping freestanding baths in a large variety of designs and finishes

Freestanding baths are one of the products that best represent the individual pleasure of taking a bath. However, due to their dimensions and installation, these products have been traditionally limited to very large spaces. Today, in addition to all their features in terms of comfort and safety, the development of models in Stonex® and Surfex® results in visually lighter freestanding baths with very fine lines and options that are adaptable to more limited spaces. With this goal in mind, Roca presents a broad range of new baths in these materials and in different sizes to enjoy your bath with total comfort and safety.

## Safe and long-lasting materials

Along with endless aesthetic possibilities, Stonex® and Surfex® both offer high resistance to wear and tear, discolouration, chemical agents and UV light. Their outer layer has a smooth and pore-free surface, which prevents the growth of bacteria and the buildup of dirt, making cleaning easier and thereby responding to the increasing hygiene demands of users.

Moreover, Surfex® also features a delicate, soft and matt texture and a high resistance to heat that allows the water temperature to be maintained for a longer period of time. In addition, Stonex® stands out for its hardness and thickness, and a resistance that maintains its performance and original color over time.



### Alena

Oval bath made from Surfex®, with a delicate texture that is very pleasant to touch. The wide range of finishes (Beige, Pearl, Coffee and Onyx) means it can be integrated in any setting and combined with the Inspira and Beyond collections to create a bathroom in full colour.



### Kauai

Especially suited for the main or en suite bathroom, this bath in Stonex® has an oval asymmetric shape that provides maximum comfort and takes you to faraway paradises.



### Maui Round / Maui Square

Model in Stonex® with a slightly elongated backrest, which opts for elegance and classic lines. Available in two formats: Round, with rounded lines or Square, with straight lines.



### Ariane

Slightly longer than usual (up to 1,650 mm), this bath in Stonex® with delicate lines and soft shapes provides calmness and sophistication to any bathroom space.

# Proton, the new generation of Rimless public urinals

## The integration of Roca's latest innovations makes cleaning easier and guarantees enhanced hygiene in public spaces

Energy efficiency, easy maintenance and cleaning and the capacity to offer an intensive service are the main requirements of sanitary fittings in public spaces. Roca meets all these needs with the launch of the new generation of Proton public urinals, a Rimless solution with a more minimalistic design and rounded shapes that make cleaning easier. Rimless urinals remove the ring that used to channel the flow of water and incorporate an innovative central distribution system that provides a more powerful and homogeneous flush. A compact design with concealed fastenings and no nooks where dirt might build up.

Likewise, Proton stands out for its low water consumption, only 0.5 liters per flush, 0.1 litres per second. With two available inlet options, top or back, Proton also has a fixed and vandal-proof waste cover.

### Touchless version

The Proton collection also has an electronic version with automatic flush and contactless activation by means of an infrared sensor. With this option, Roca responds to one of the current priorities in public facilities: the need for solutions that reduce physical contact to the minimum to ensure hygiene and minimize the risk of contagion. The electronic version allows the customization of certain features, like the flush duration, the cleaning and flushing modes or the user detection distance. It also features an automatic hygienic flush that is activated after 24 hours of inactivity.



Proton has a modern and minimalistic style

# The Gap D-Trit, a WC with integrated waste macerator

## The new compact solution, with all features of The Gap collection, reduces the space needed for installation

The Gap D-Trit is an all-in-one solution that integrates the toilet and the waste macerator in a compact design that avoids the visual impact of traditional waste macerators. The waste macerator is located within the toilet, featuring side covers that allow the back-to-wall installation of the WC. Hence, all connections and pipes are concealed, preventing the buildup of dirt and making cleaning easier. The Gap D-Trit operates with a conventional power outlet and stands out for its high performance and low sound impact. All this, with the comfort and sustainability features

of the The Gap collection: Rimless toilet for easy cleaning, dual flush mechanism (4.5/3L) and soft close seat and cover in Supralit®.

With this new development, Roca provides an attractive and functional alternative to fitting waste macerators. These small electrical devices facilitate the installation of sanitary equipment in rooms that do not have the usual piping system of a bathroom space (basements, garages, storage rooms, caravans or commercial premises, among others).



The new design minimizes the visual impact

# Cala and Alfa, the perfect balance of elegance and sustainability

## Roca's new faucets contribute to saving water and energy focusing on design and a unique personality

The basin faucet represents a key element for sustainability and energy efficiency in every home. For this reason, and confirming its commitment to environmental care, Roca presents two single-lever faucets that stand out for their energy and water savings and elegant lines.

Cala and Alfa feature the Cold Start system, which prevents the accidental use of hot water and the unnecessary consumption of resources with its front opening for cold water. With this procedure, the boiler is only activated when the handle is turned to the left, allowing the gradual increase in temperature.

The basin models in both collections also have an integrated flow limiter (5L/min), which adjusts the volume of water to the minimum amount necessary for everyday use.

Cala stands out for its slim design consisting of a cylindrical and stylish body of only 38 mm and a flat rectangular handle, in harmony with the shape of the spout.

This collection is available with standard, mezzo and high spouts and in a built-in single-lever format. It also includes solutions for bidets and wall-mounted and built-in options for bath-shower and shower.

The Cala collection features the new shorty aerator with a reduced height in the metallic ring, which meets all international requirements for saving water without needing an additional flow regulator for low pressure faucets. Even in complex flow conditions, the aerator provides a perfectly aerated stream.

Moreover, the internal protective filter of the aerator retains large particles and thanks to its vandal-proof structure, it cannot be deformed.

The aerator also offers limescale protection and easy cleaning and maintenance.

The Alfa collection stands out for its sustainable character, as well as for the sensation of movement generated by the slightly forward tilted spout in the basin models. A proposal with its own character and easily adaptable to modern atmospheres. In addition to a basin model, Alfa is also available for bidet, bath-shower and shower.

Both faucet collections include the Softurn and Evershine features.

The Evershine electrolytic coating ensures anticorrosive protection, permanent shine, mirror effect and limescale protection for easier cleaning. Made of Chrome (0.3 µm) and Nickel (12 µm), it is the finest available in the industry.

Moreover both faucet collections feature the Softurn system, created by Roca, which ensures a soft and simple operation with the guarantee of one million opening and closing cycles.



Cala features a 38mm cylindrical body and a flat rectangular handle



Alfa's design makes it the perfect solution for basins in modern settings

# Rocagallery.com, a critical and cross-cutting view of the new challenges for architecture and design

The platform addresses the analysis of this situation through internationally renowned professionals within the industry

How has the situation we have experienced in the last few months influenced the definition of “fun”? Are we questioning the idea of home (the most important personal and family space)? Are the boundaries traditionally established by architecture and design being redefined? The latest special-focus reviews of rocagallery.com have addressed three very different topics, which share the approach of three exciting challenges at a social level in which architects and designers play a fundamental role. The review “Enjoying everyday life” analyses the evolution of spaces devoted to leisure and social relationships, “New concepts for housing” addresses the constant evolution of domestic spaces and “Boundaries” proposes a conceptual reflection on border-

ing spaces (interior and exterior, upper and lower, public and private, building and nature, etc.).

## Globally renowned professionals in architecture and design

The platform addresses the analysis of this increasingly changing environment, by constantly adapting its contents to current events and collaborating with leading international authors within the industry. Some of the professionals who have participated in the last few months are Anne Lacaton, who has recently been awarded the Pritzker Prize 2021, or the architects Han

Tümertekin and Luciano Kruk, leading figures in the world of architecture in Turkey and Argentina, respectively. At the same time, the platform has provided a space for emerging talents from universities, with the aim of supporting and disseminating the personal vision of the architects and designers of the future.

The critical and independent view, the current relevance of the issues covered and the prestige of all the contributors consolidate rocagallery.com as one of the most important spaces for knowledge about the worlds of architecture and design at a global level.

## Anne Lacaton, winner of the Pritzker Prize 2021, reflects on “Spaces for living”

The winner of the latest Pritzker Prize, along with Jean-Philippe Vassal, gives an interview about the evolution of the inhabited space

Anne Lacaton and Jean-Philippe Vassal, founders of Lacaton & Vassal, received the Pritzker Architecture Prize 2021, the most prestigious international award in the field of architecture, last March. Just one month earlier, Anne Lacaton collaborated with rocagallery.com in the earlier “New concepts for housing”, which analysed the evolution of the domestic spaces and the new relationships between public and private spaces.

In the interview “Spaces for living”, Anne Lacaton reflects on the work carried out by Lacaton & Vassal in the definition of the inhabited space: “For us, the issue has always been about how to enlarge and expand the territory of the home in order to provide not just a minimal space, but also a place for pleasure, to be with the family, but without being in a small, compressed space.” In order to achieve this goal, she acknowledges that, after the pandemic has exposed the average quality of today’s housing, “a profound shift in thinking is necessary in order to

provide housing with generous spaces and freedom, so that everyone can have a better life.” In her collaboration, Lacaton explains the philosophy that has guided their residential projects: “Our ideas have always been to open the space, to push the limits and to create housing that is not confined by physical boundaries.” She specifically remembers the transformation project of 530 social housing units in Grand Parc Bordeaux or their iconic Latapie House.



Spaces  
for living 

Jean Philippe Vassal and Anne Lacaton

# Gender barriers in architecture, a discussion at rocagallery.com

The digital event “Spaces for women architects”, included in the monthly topic “Boundaries”, focused on the physical, geographical or social frontiers faced by the sector

During the week that marked International Women’s Day, Roca brought together the architects Kathryn H. Anthony, Anupama Kundoo, Zaida Muixí and Lucía C. Pérez-Moreno at the digital event “Spaces for women architects: boundaries”, a discussion about the past, the present and the future of women in architecture.

Moderated by Martha Thorne, dean of IE School of Architecture and Design and executive director of the Pritzker Architecture Prize, and Diane Gray, co-founder and executive director of LA(H)B Laboratorio Arquitectura Hospitalaria Barcelona and editor-in-chief of rocagallery.com, the four speakers discussed the barriers they have encountered throughout their professional careers, such as the lack of female peers in a very small and male-dominated sector or the academic or family environments that do not provide much support. The architects also took into account the geographical barriers in their interventions, as they come from countries such as the United States, India, Argentina and Spain.

“Spaces for women architects” is a series of conversations created by Roca in 2015 to discuss the role of women in architecture and design. In previous editions, the sessions took place at the Roca Galleries in Madrid, Barcelona and Lisbon, but this time it was a live online event at rocagallery.com, as part of the initiative #RocaGalleryConnects, a series of online meetings and interviews to address relevant issues in the field of architecture and design.

During the presentation of the event, Xavier Torras, Roca Brand Communication Director, explained that this series was created with the aim of “listening to the female voices within the sector and giving them visibility” and that at times like these, when discussion spaces like the Roca Galleries play a key role in society, overcoming physical boundaries means that these “essential conversations are available for everyone, reaching a much wider audience.”

The video of the session is available at rocagallery.com, in the section #RocaGalleryConnects, along

with a selection of meetings and interviews with leading professionals in the design and architecture sectors.



Diane Gray and Martha Thorne moderated the debate

Spaces for women architects 

# Zaha Hadid Design and Soul Arquitectura Interior, among others, participate at #RocaGalleryConnects

The initiative has expanded its interviews to internationally renowned professionals, which can now be found at rocagallery.com

Renowned architecture and design studios and professionals, such as Zaha Hadid Design, Soul Arquitectura Interior, Mesura or Dorota Koziara, have joined the initiative #RocaGalleryConnects which, after last year’s success, has expanded its formats of digital meetings and interviews.

#RocaGalleryConnects was launched in March 2020 as a series of live interviews on Instagram

Live, a format that continues and has been recently joined by the “Questions & Answers” format on Instagram Stories. In this case, the followers put their questions to the professionals, who reply to a selection of them. The answers to these questions can be found at rocagallery.com, within the section #RocaGalleryConnects.



Maha Kutay and Woody Yao, directors of Zaha Hadid Design

#RocaGalleryConnects 

# Virtual meeting about co-living spaces and communities

## Participants analysed the features of this type of accommodation and the role of facility manager in this kind of spaces

Roca and the Association of Architects of Catalonia (COAC) organized the meeting “Architecture & FM: From Build to Rent to Co-living”, in collaboration with the Catalan Association of Facility Management.

During the session, related to the monthly topic of rocagallery.com, “New concepts for housing”, the participants analysed the features and benefits of co-living, a cohabitation model accelerated by the different lockdowns in the last few months. The role of the facility manager as responsible for the management and revitalization of communities in these new spaces was also addressed.

Streamed live on the Instagram account of Roca Barcelona Gallery, the meeting was attended by experts from the architecture and facility management sectors. Among them were Miquel Àngel Julià Hierro, concept architect for brands and coordinator of the Grup de Treball Retail of COAC, and moderator of the session; Emma Bellosta, director of Asset Management Catalunya at Stoneweg; and Javier Oloriz, COO at Starcity Spain.



Miquel Àngel Julià and Felip Neri during the session

# Experts examine the modern digital realities of design

## Roca supported the conference “Design Beyond Technology” organized by FAD Association of Industrial Design

Roca Barcelona Gallery hosted the second edition of the conference “Design Beyond Technology”, focusing on the topic of “Digital Realities”.

The event, in which Roca was a venue partner, was streamed live on the website of Roca Barcelona Gallery and the YouTube channel of ADI-FAD.

The conference focused on four key concepts: industrial design, technology, future and sustainability.

This event originated from the need to examine the relationship between design and technology and its future evolution, in view of the current fusion of techniques that blur the boundaries between the physical and the digital.

The program included talks and case studies by internationally renowned speakers from the design and technology industries, such as Isabelle Olsson, design director of Google Nest and Wearables; Diego López Urruchi, architect and member of the team of the Norman Foster Foundation; Manuel Jiménez, cofounder and CEO of Nagami; or Bas Van De Poel, former creative director of IKEA and cofounder of the studio Modern, among others.



Juan Umbert, Joan Recasens and Adrià Colominas, representatives of ADI-FAD and Makeat, participated in the discussion

# The interior designer Patricia Bustos analyses home trends for millennials

The concerns of this generation are driving several changes in the accommodation and design

“Inspiration, identity, power and sustainability” will be the key home trends of the millennial generation, as claimed by interior designer Patricia Bustos during the meeting “Design for Millennials”, organized by Roca and broadcasted live on the Instagram profile of Roca Madrid Gallery.

Patricia Bustos is the founder and creative director of Patricia Bustos Studio. Her work has received several awards, among them the First Prize CasaDecor2018 to Best Space and Most Photographed Space for the project “Osadía Rebel Kitchen”, and the international Frame Award – Best Use of Colour 2020 for her project “Wonder Galaxy”.

The designer shared her vision of the interests of new generations in the current “instagrammable” era of design. In her opinion, the millennial generation is the result of “a series of crises that have occurred in recent years and have led us to be people of the present. We like to enjoy the present because the future is unpredictable.” This and some other features define the people born between the early 1980s and the mid-1990s, resulting in different accommodation needs compared to other generations.



Patricia Bustos shared her opinions with the Roca Madrid Gallery followers

# The present and future of the retail environment, under discussion

The meeting “Retailers · Design Trends” analysed the transformation of the sector, increasingly focused on the purchase experience

The retail sector is currently undergoing a profound transformation of retail spaces, affected by the influence of the digital world and the desire of brands to offer different purchase experiences to their consumers.

These were some of the issues addressed during the virtual session “Retailers · Design Trends”, a meeting moderated by the retail expert Javier Delgado and with the participation of the architect Alberto Eltini and the creative director Marina Martín, the latter founders of the studio El Departamento.

Their experience and career, which combines design, interior design and architecture, were the starting

point of a debate on current trends: the increasing importance of experiential commerce (also called X-Commerce), the multifunctionality and flexibility of spaces through the fusion of concepts and functions, the design of “instagrammable” spaces and the addition of sustainability as an added value.

The experts explained that in the future, the trends will focus on strengthening the creation of a customized user experience that goes beyond the product and is not restricted to top brands but can be found on any level.



The retail expert Javier Delgado moderated the session

# RIBA China presents a program to support women in architecture

## The launch event was a panel discussion with professionals from the sector in China and the United Kingdom

Roca Shanghai Gallery hosted the presentation event of the program created by RIBA China Chapter, "Women in Architecture Digital Nexus" (WIADN)

During a panel discussion with the title "Women as architects: aspirations, success, sweat and fight", leading architects of the industry in China and the United Kingdom discussed the opportunities and challenges for women architects in the modern world, and reflected on how to support women in the industry to improve diversity.

The guest speakers shared their experiences and offered advice on education and professional development to the architecture students and young professionals in the industry.

Ken Wai, Global Design Director at Aedas, Member of the Board of RIBA – Asia and Australasia regions and Honorary President of RIBA China Chapter, presented the WIADN program.

Some of the professionals who participated in the panel discussion were Enran Zhang, architect at Chapman Taylor and Honorary Secretary of RIBA China Chapter, Rebecca Cheng, Director of KPF or Valeria Passetti, Director of Conception Architects, among others.



Participants in the the panel discussion at the Roca Shanghai Gallery after the event

# Ma Yansong, Wan Huig and Bryant Lu participate in “Architecture Perspectives”

Different renowned architects shared their design philosophy in the series of monthly digital interviews organized by the Roca Galleries in China

The series of digital interviews “Architecture Perspectives” has brought together renowned architects like Ma Yansong, Wang Hui and Bryant Lu in the last few months. They have shared their design philosophy and professional experience with their followers through the platforms and social media of Roca Gallery in China.

Ma Yansong, founding partner of MAD Architects and designer of the Roca Beijing Gallery, reflected on the relativity of individual identity in the role of an architect and the importance of having freedom when designing public buildings. In the interview, he analysed one of his most recent projects, the “Wormhole” library, located in Haikou, and talked about the creative process while designing the Roca Beijing Gallery.

For his part, Wang Hui, co-founder of URBANUS, one of the most renowned architectural studios in Beijing, explained in the interview and talk how the philosophical thoughts of different authors had influenced his practice over the years.

Finally, Bryant Lu, vice president of Ronald Lu & Partners, one of the most prestigious architectural firms in Hong Kong, took this opportunity to share how the idea of establishing RLP came about, as well as the future prospects of the company. Bryant Lu also delved into what he believed transit-oriented development (TOD) will look like in cities like Hong Kong.



Ma Yansong, designer of Roca Beijing Gallery

# A digital exhibition explores our relationship with nature

The event opened with a panel discussion on environmental protection with renowned professionals of the industry

Roca Beijing Gallery hosted, as part of the “City Reflection” program, the digital exhibition “Continuous Reflection +”, created by the MORCREATE team.

The pieces in the exhibition were created by the German digital artist Timo Helgert, the Argentinian animator Lucas Casagrande and the Chinese art designer Dou Xiangheng.

Coinciding with World Water Day, which takes place on March 22nd, the theme was related to sustainability, and combining digital 3D art and images, the creators searched for a new artistic dimension to advocate the protection of the environment and explore the balance between people and nature.

The event opened with the panel discussion “New Dictionary of Environmental Aesthetics”, with the following participants, among others: Liu Xuesong, founder of Park Regeneration; Gao Jian, founder of Gaia Design Studio; Ye Jia, director of the WildAid (USA) Representation Office in Beijing and Carolyn Leung, founder of Superimpose.

City Reflection is a series of digital exhibitions created by Roca Beijing Gallery, in which professionals from the design, innovation and environmental sectors are invited to share their creative work through the LED screens of the Gallery and the social media of the Roca Galleries in China.



The speakers after the debate

# Water is not enough in India

## The projects of the Foundation in India have helped to save and improve the crops of more than 90,000 farmers in the areas affected by droughts and the uncertainty of monsoons

People living in India are the ones who are most affected by the climate crisis, social neglect and the yoke of monoculture. For this reason, they have received water from the We Are Water Foundation, but most of all what they have received from it is the capacity for self-management and efficiency.

"Our family had 4.5 acres of land. We dug a well a few years ago but it ran dry. Thanks to the new reservoir and rainfall, our well has filled with water. We want to finish planting peanuts on all the land we have." Radhamma is a farmer who lives in Andhra Pradesh, one of the regions in India most affected by the water and psychologic stress that comes with the dependence of monsoons. Just like her family and the neighbouring farming families, Radhamma has spent decades fighting land fertility and the permanent threat of water scarcity.

Now, a small reservoir paves the way to a much safer future. The aquifer that fed it has filled again. The ghost of migration has disappeared. She can diversify her crops now and not depend only on peanuts. Water from monsoons, which is increasingly irregular, fills the small reservoir built by the Vicente Ferrer Foundation and the We Are Water Foundation near their farming land. This water has recharged the water table and stopped the desertification of the gentle slopes that surround the reservoir.

This is the power of a small reservoir of 48,300 m<sup>3</sup>, such as the one in the project of D.K.Thanda4: it covers an area of influence of 21 wells, allowing the irrigation of 49.37 hectares.

### An essential transformation

Small reservoirs have an enormous power of transformation; they allow farmers to water the herd and also enable aquaculture. In addition, they are an important factor of social cohesion for the community. The management of its construction by the farmers themselves is another benefit that proves to be transformative for the region in the long run. Rural communities have been traditionally excluded from decision-making processes in the management of their entire territory and their empowerment in this regard is a crucial change for their sustainable future.

The recovery of these infrastructures, which date back to India's ancestral culture, and this sustainable management model led by the community have been the core idea of the collaboration of the We Are Water Foundation and the Vicente Ferrer Foundation. Starting with the first reservoirs that were built in Ganjikutta in 2011 and Girigetla in 2014, and the recently finished projects in Settipalli and D.K.Thanda4, around 5,500 farmers have improved their standard of living and are more resilient to droughts and they are the seed of rural transformation in India.

### Efficient irrigation, a priority

These dams have provided a capacity of 171,000 m<sup>3</sup> of reservoir water that can irrigate 130 ha of farming land. However, in order to achieve sustainable farming,

it is essential to increase the efficiency of the irrigation systems and an adequate management of wells.

The development of horticulture through drip irrigation systems saves up to 75% of water, which can be used to irrigate new farming areas. Nowadays, 61.6% of the water for irrigated land in India comes from underground according to the World Bank, the second most populated country in the world extracts more water every year than the United States and China combined but its productivity is lower.

This situation needs to change. The Foundation's projects have been in line with the roadmap recommended by FAO and UN Water for semiarid regions of the planet and they have developed solutions that are embraceable by the farmers with less resources. Around 85,000 farmers have benefitted from efficient irrigation systems and well management in seven projects in the most disadvantaged regions of the country.

### A model to look up to

In India, as happens in most overexploited aquifers all around the world, the decrease in rainfall and deforestation are determining factors that go hand in hand with the increase of water extraction. Food security and the preservation of natural capital represented by farmed land requires solutions with a global and integrating vision, and India is a reference to be considered and a model to look up to. While the

most humid areas of the country depend on the summer monsoon for the recharge of aquifers, the northern regions are fully located in the so called subtropical belt (adjacent to the 30°N parallel), an area in which desertification is advancing.

Climate change poses a real threat to recharging India's aquifers Indian aquifers. The forecasts of the Intergovernmental Panel on Climate Change (IPCC) point to a decrease in rainfall and an increase in the number of days the summer monsoon is interrupted. They also predict an increase in the melting of the Himalayan glaciers that bring water to the enormous basin of the River Ganges, where an estimated 8% of the world's population lives. This same situation is taking place in the river basins that depend on alpine ice, as is the case, for instance, in the Andes mountain chain, the Rocky Mountains and the Kilimanjaro massif.

The evolution of Indian agriculture is a keystone for achieving food sustainability on our planet. The challenges of safeguarding aquifers and efficient irrigation imply intelligent crop management that fully eradicates the economic risk of monoculture and does not degrade the land. The empowerment of farmers is both cause and effect of their increased resilience towards droughts: their self-management capability is the base. We must promote it in India and all around the world.



Families have improved the irrigation systems and use of wells

# Four stories for one water

## The fifth edition of the We Art Water Film Festival announced its four winners coinciding with World Water Day

The fifth edition of the We Art Water Film Festival presented its awards on the 22nd March, World Water Day, in a ceremony that, due to the Covid-19 pandemic, was held in a hybrid format, in-person and online, from the iconic Roca Barcelona Gallery.

The gala, which was presented by Carlos Garriga, director of the We Are Water Foundation and Xavier Torras, Roca's Brand Communication director, was hosted by journalist and TV presenter Elena Sánchez, who pointed out the significance of the day chosen for the awards ceremony: "This ceremony should always take place on World Water Day. Is there any better day to do it?"

As always, it was much more than an event, it was an act of friendship and togetherness in raising awareness of the value of water and the fight against the threat of its deterioration.

The short films confirm, once again, the value of cinema as a tool to convey and share knowledge and emotions, two essential elements to make progress in the enormous planetary challenge: we have one water but very different ways of having access and relating to it.

Carlos Garriga highlighted the significance of the Festival, which started 10 years ago, practically at the same time as the work of the Foundation: "In these ten years we have enjoyed, shared, cried, laughed and been moved by very different stories from all around the world. 10 years in which we have been able to bring water and sanitation to the most disadvantaged areas of the planet. So far, we have changed the lives of more than 1.8 million people in 23 coun-

tries with 69 projects. We mustn't forget there are still over 2 billion people without access to water and more than 4 billion without safe sanitation. The slogan of World Water Day is "What does water mean to you?" This is the right question to begin this gala. We will find many answers in the Festival's short films."

Xavier Torras, who was the director of the Foundation until one year ago, highlighted the work carried out by the Festival: "Since its first edition in 2011, which started with 600 participants, until today, with over 3,300, we have seen the festival grow with every edition. Perhaps the increased visibility of climate change and the water problems has made participation reach all the countries of the world."

Indeed, the Festival is a privileged window to the world of water and sanitation that is constantly expanding, thereby consolidating cinematographic quality levels that transform all submitted short films into one of the best tools to convey the value of water. Elena, who was also a member of the jury, pointed out that in this fifth edition, the Festival has broken all participation and quality records: "3,362 registered authors from 131 countries. It is an impressive number that thrills us."

It is possible to tell revealing and moving stories denouncing about our complicated and conflicting relationship with water in only three minutes. The messages of the authors convey a message of optimism to move forward in an uncertain future, by generating confidence in our capacity to restore and take care of the most necessary good for the sustainability of the planet.

This is the great value brought to the world by each edition of the We Art Water Film Festival as the four winners, chosen from a cast of 45 finalists, show.

In the micro-animation category, the winner was *Maji* by the Spaniard César Díaz Meléndez. The author uses the technique of sand on glass as a powerful and suggestive tool to convey the dire consequences of polluted water for our life on the planet, how it affects people and the environment.

In the micro-fiction category, *Locker*, by Selvaraj R shows in a series of deep shots a brilliant metaphor about the value of water, which acquires a special relevance in arid India.

In the micro-documentary category, *Quadrat*, from Uzbekistan, was the winner adding a new human approach showing through *Life Without Guarantee*, the profound cultural gap caused by the disappearance of water and its replacement by a sand desert.

Finally, the audience Award went to *Lágrimas de la Tierra* (Tears of the Earth) by David Ballesteros. The short film recalls the figure of Tenampi, a farmer whose father died due to water pollution, the disaster of the Sonora and Bacanuchi rivers, which suffered the spill of 40,000 cubic metres of copper sulphate in 2014, in what has been defined as the worst environmental disaster caused by mining in the country.

There are as many ways to relate to water as there are people on Earth, but filmmaking is a universal language that encompasses them all.



The ceremony was held in a hybrid format, in-person and online, at the Roca Barcelona Gallery

The vision and creativity of the designer Pepe Gimeno have been essential in the construction of Roca's image in the 21st century, as the person responsible for the brand's current visual identity. In recent months, Gimeno has received two very prestigious awards: an iF Design Award for the definition of Roca's corporate typographic family and the National Design Award, presented by the Government of Spain.

*With a career of more than 35 years, Pepe is a benchmark in Spanish graphic design, and his work stands out for its efficiency, quality and creativity. Throughout his career, he has combined typeface and editorial design and packaging and corporate design. In this field, apart from Roca's logo, there are other works that stand out like the logo of Turismo Comunitat Valenciana or the one for the Spanish Presidency of the European Union.*

*Congratulations for the 2020 National Design Award you received a few months ago. This is particularly good news in a very complicated year. How do you think this pandemic, with all its consequences, will affect your work as a designer and visual artist?*

I find it difficult to predict how this pandemic will impact my work, at such a confusing time. What I can explain is how this situation has affected my work during this past year.

As the team in my studio is fully consolidated, meaning we have been working together for a very long time, we have not found it very difficult to adapt to working remotely. Something I have found to be very positive has been the end of the frantic activity that we had been doing previously. This is a dynamic we usually cannot escape from and lockdown has helped us to do so. It might be due to a particular stage in my life, but this tough experience has allowed me to do my work in a more reflective and calm way.

And regarding my artistic work, the pandemic has been a source of inspiration. I have been able to see reality from a different perspective, perhaps from a sharper point of view. But all of it has allowed me to discover interesting topics that had previously gone unnoticed.

*At a time when practically every user has access to design tools, is the work of a graphic designer losing its value? Does it lead to a redefinition of the entire profession?*

I think that the essence provided by the work of a graphic designer has not changed, nor will it change in the future. The ability to analyse, assess and define an image and its strategy will continue to be essential in our profession.

What has greatly changed are the tools professionals have at their disposal to develop their projects. In the 1970s, early on in my career, it took several years for a young designer to be able to produce an original graphic art piece with the required cleanliness and accuracy. That time devoted to manual learning and mastering the technique was also the time for the young designer to mature and conceptually consolidate.

Today, in a matter of hours, anyone can obtain the skills that used to take years to achieve. This reality has unbalanced the training process of new designers. The length of the conceptual maturation process has been maintained while the technical training period has greatly shortened. The result is



the inflation of design supply we are currently experiencing. Projects have a correct finish and appearance but, in many cases, they lack the conceptual rigour and strategic alignment our work requires.

*Trends like the awareness of the social responsibility of companies or the acceleration of digital channels are transforming the relationship between consumers and users and brands. How will corporate design reflect this new relationship model?*

I think these issues will greatly affect the type of strategic decisions companies must take. It all implies a change in the choice of brand implementation media and an adjustment of corporate contents to their new messages. But as far as brand design is concerned, I believe there will be no major changes. From a conceptual and formal point of view the brand, which is a portrait of the company, will always be linked to its values.

*15 years have already gone by since you received the commission to redesign Roca's visual identity. What are your thoughts when you look at the logo now? Do you believe it will last for many more years?*

The redesign of Roca's visual identity is one of the most complex and interesting projects I have had to develop in my entire career. It is a project that reminds me of surgical operations where a series of elements need to be removed without damaging all other healthy organs. Of the long process, I remember the respect and care we took when making the change. It was a very precise change to keep the memory everyone had of the brand but adding all new values that had been developed. The idea was to change everything so that nothing would change.

There are always risks in any change process, because no matter how many measures you take to guarantee success, it is difficult to be absolutely certain of achieving it. In the end, change involves taking a leap of faith. A leap both client and designer must take together, trusting each other completely. Without that mutual trust and understanding, it is very difficult to develop a good project. In this case, that requirement was

fully achieved. I think it is one of the reasons why the redesign of Roca's brand has been so successful.

If a logo fully expresses the values behind a brand and its formal solution continues to maintain its strength and visual interest, providing there are no strategic changes in the company, that logo will continue to enjoy good health and will have a long life.

*The validity and timeliness of the logo is proven by the recent development of the corporate typographic family, which has been internationally awarded. What role does an element like typography play in the definition of a global brand?*

The image a company projects in all its manifestations must be univocal. Naturally, corporate typography is an essential element that unifies all communications with the same expression. Its presence is so powerful as part of an image, that sometimes the sender is recognized without even identifying its signature.

*On the occasion of Roca's centenary in 2017, you also collaborated in the creation of the graphic lines and the design of different publications. How did you manage to make a brand with so much tradition project modernity and future?*

Tradition and modernity are two values that are very linked to the brand, they are part of its DNA. This apparent contradiction was present in the redesign of the brand from the very beginning. We combined these two concepts in the creation of the graphic line of Roca's centenary, applying them separately on different communication elements, so that, when those elements appeared in the same format, a dialogue was created between them that made them shine with greater intensity.

Thus, when the centenary logo, which had been formally designed with a very traditional typeface, was placed on a cover with a strictly contemporary style, a very personal and visually interesting image was created, which fully reflected the brand's values.