



**Roca
London
Gallery**

100 Years of Roca | 100 Years of Design

From Raw Material To Finished Product

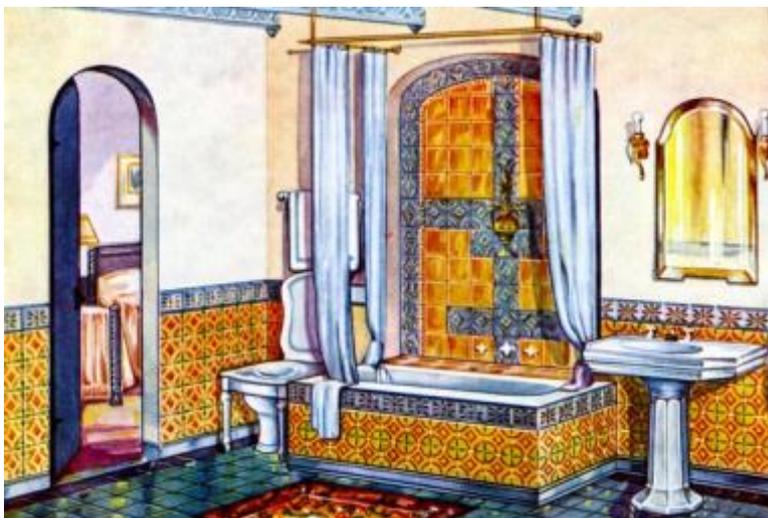
16 September – 20 January 2018

Free admission

In the second exhibition marking **100 Years of Roca | 100 Years of Design**, Roca draws on the expert knowledge it has amassed since 1917. It explores how the experiences and insights over the last 100 years have successfully influenced Roca product design, challenged established thinking and mirrored changes in our lifestyles and society at large. The exhibition also highlights the important role played by manufacturing progress and advances in raw materials. Through an absorbing visual experience, visitors will gain a fresh perspective on the different aspects of bathroom design.

The exhibition will highlight the importance of design and innovation at Roca, recognising the creativity, research and inspiration behind new collections, materials and production processes. While acknowledging the adaptation needed to reach new markets, as Roca successfully interprets the cultures of over 170 countries it operates in.

In addition to design, the exhibition will look at how manufacturing processes have changed. Familiar, everyday items they may be but every single bathroom piece is the product of significant technical and manufacturing investment and expertise.



Roca will also examine how the bathroom has evolved over the last 100 years and consider the impact made by technology advancements, water efficiency and sanitaryware design. It looks back at Roca's heritage and how the bathroom has changed during each decade.

A series of free evening events at Roca London Gallery will accompany the exhibition:

Monday 18th September, 18.30 – 20.30

Celebrating the opening of the exhibition during the London Design Festival, guests can get a first-look at the exhibition and take part in the interactive workshops on the evening.

Further details to be announced soon.

Location and opening times

Roca London Gallery, Station Court, Townmead Road, London SW6 2PY

Monday to Friday, 9am - 5.30pm; Saturday, 11am - 5pm

Open until 8pm on the last Tuesday of every month

rocalondogallery.com

@RocaLonGallery

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About Roca

Roca is a company engaged in the design, production and marketing of products for the bathroom space, as well as ceramic floor and wall tiles for architecture, building and interior design. The company dates from 1917, when the Roca family started building its first production plant in Gavà (Barcelona). Now in its centenary year, Roca employs over 22,600 workers and has 78 production plants, with presence in more than 170 markets in the five continents.

uk.roca.com

About Roca London Gallery

Roca Galleries (Barcelona, Madrid, Lisbon, Shanghai and London) are part of Roca's international strategy to express the brand values of design, innovation, sustainability and wellbeing. First opened in October 2011, the Roca London Gallery was designed by Zaha Hadid Architects and is a functional and flexible area where the Roca product showroom shares its space naturally with exhibitions, presentations, professional meetings and events relating to design, architecture and sustainability.

rocalondogallery.com

Issued by Wildwood PR on behalf of Roca

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