



jumpthegap®

10th Roca International Design Contest

Press kit

Aligned with

SUSTAINABLE
DEVELOPMENT **GOALS**

Barcelona
centre
de Disseny

Roca



jumpthegap®

10th edition Roca International Design Contest

ROCA: DESIGN AND INNOVATION	3
NEW <i>jumpthegap</i> ® GENERATION: INNOVATIVE SOLUTIONS FOR A MORE SUSTAINABLE FUTURE	5
A PLATFORM TO DEBATE AND SHOWCASE NEW TALENTS	6
CATEGORIES	7
PRIZES	8
THE JURY	9
KEY DATES	14



ROCA: DESIGN AND INNOVATION

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. More than one hundred years after its establishment, the company employs over 24,000 workers and has 85 production centres, with presence in more than 170 markets around the world.

The **innovation and design** of its products in all business lines have always been the driving forces in Roca, leading to international acknowledgments such as the prestigious **Design Management Europe Award**. The DME award is the first European prize to recognise the importance of management and implementation of design and innovation in companies. In recent years, Roca's communication products and initiatives have also received several distinctions at some of the world's foremost design awards, such as the **iF Design Awards** and the **Red Dot Design Awards**.

As a leading global firm in the definition of bathroom solutions, Roca has also been a pioneering force in the creation of a unit specialising in the design and development of new products through the **Roca Design Centre**, founded in 1964. At present, the Roca Group has six design centres around the world (Spain, Switzerland, Brazil, China, India and Taiwan), ensuring a comprehensive knowledge and awareness of needs and trends in key markets.

Along with the work of multidisciplinary specialists at its design centres, Roca has always developed collaborations with world-renowned architects and designers. Their unique vision and creative freedom have made it possible, together with the brand's expertise, to develop unique, groundbreaking solutions that have also contributed to the ongoing evolution of the bathroom space. Leading collaborators with the brand include **Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro, Schmidt & Lackner** and **Ruy Ohtake**, among others.



jumpthegap®

Roca's involvement in design is also evident in the stands presented at acclaimed international trade fairs in the construction industry, such as ISH in Germany, KBC in China and Cersaie in Italy. Likewise, in line with its aim to combine design, technology and innovation, Roca works with professionals such as **Carlos Ferrater** from the **OAB firm**, **Zaha Hadid's** architectural firm, **Carlos Lamela** from **Estudio Lamela** and **Ma Yansong** from **MAD Architects** in creating the Roca Galleries in major cities around the world, places for a unique "brand experience". The Roca Barcelona Gallery was the first, and today Roca Galleries can also be found in Madrid, Lisbon, London, Shanghai, Beijing and, shortly, São Paulo.

Roca has retained its leading position as a company engaged in design and innovation for more than 100 years, thanks to its continual adaptation to societal changes, technological advances and new user habits. The current global environment –more volatile, complex

and ambiguous– means Roca must be even more in tune with all these changes to continue offering practical, attractive and efficient solutions to the real needs of users in any country in the world. This is the task of the current **Global Innovation Hub**, that drives an innovative culture among the Roca Group and its stakeholders, building on the cross-cutting talent and teamwork of the organisation.

This far-reaching, forward-looking vision also guides the brand's commitment to talented young people in the fields of architecture and design. Roca organises various activities to promote creativity and to give visibility to students and young professionals. These activities include the international design competitions **Roca One Day Design Challenge**, a competition against the clock that has expanded internationally since 2012, and **jumpthegap®**, a platform for architecture and design students to provide sustainable and innovative solutions for the bathroom space. ■



NEW *jumpthegap*® GENERATION: INNOVATIVE SOLUTIONS FOR A MORE SUSTAINABLE FUTURE

In 2004, Roca launched the international design contest *jumpthegap*® with the aim of supporting and promoting the work of young architects and designers around the world, recognising innovative projects that targeted mainly the areas of hygiene and bathroom spaces. In the course of the first eight editions, participants proposed highly creative concepts that, although not necessarily linked to currently available technology and materials, have helped to define trends shaping the bathroom in the medium and long term.

In 2020, *jumpthegap*® launched a special edition to bring together innovative projects in sanitation, hygiene and well-being that provided feasible solutions to the needs arising from the worldwide COVID-19 pandemic. The success of this special competition led to a new stage of *jumpthegap*®, which from its tenth edition

will adapt its focal point to seek solutions that offer real answers to the new challenges of the future.

jumpthegap®'s look into the new future draws from the cross-cutting challenges posed by the **United Nations' 2030 Agenda for Sustainable Development** in terms of health care and hygiene, preservation of the planet, respect for diversity or equal access to technological advances. Consequently, the contest challenges new generations of designers and architects to come up with real and innovative solutions for the bathroom space, whether public or private, with a truly social, inclusive and sustainable focus. The final objective for all contestants is to design a product or service that solves any of the challenges included in the 2030 Agenda, provides added innovative value and is technologically viable. ■



A PLATFORM TO DEBATE AND SHOWCASE NEW TALENTS

In this new edition, **jumpthegap®** continues to rely on the cooperation of the **BcD Barcelona Design center**, a private foundation with more than 45 years of experience in promoting design that offers services to public institutions and companies. In view of its new focus, which is in keeping with the market's current needs, the contest also enhances its relationship with schools and universities, offering their students

a complement to the formal educational program and a platform for international recognition of their talent and creativity.

Furthermore, **jumpthegap®** broadens its commitment to the new future by organising roundtables and meetings to debate the challenges faced by society and the planet. ■

+ The new **jumpthegap®** edition seeks real solutions to the new challenges of the future posed by the 2030 Agenda for Sustainable Development. The aim is to design products or services that provide added innovative value and are technologically viable.

+ In its nine editions so far (eight regular editions and a special one during COVID-19), **jumpthegap®** has welcomed more than 26,000 participants from 150 countries and has become a platform to showcase the talent of students and young professionals from around the world.



CATEGORIES

Participants in the 2021 edition of **jumpthegap®** should submit their projects to one of the four new award categories, which are informed by the main objectives defined by the **2030 Agenda** (in relation to the **bathroom space**)

WELLNESS & HEALTH:

designs that improve harmony and balance between body, mind and surroundings, based on new levels of ease and comfort for users and clients

WATER & ENERGY:

designs that drive transformation in view of growing demands and limitations caused by population growth and climate change.

[UN]NEUTRAL DESIGN:

designs that resourcefully address diversity issues (ethnicity, body, gender, age, etc.) and the broad range of abilities shown by humans.

CRISIS & EMERGENCY:

designs that tackle a context of enduring crisis through flexible, feasible and replicable materials and technologies in any geographic market.

Participating projects should likewise embody the values of **diversity, sustainability, timelessness and adaptability**. In this way, the contest further strengthens its social and environmental commitment, while also promoting designs mindful of their transforming power, impactful in the short term, scalable in the long term, and capable of being developed and achieved at different scales and in different settings. ■



PRIZES

17,000€ in prizes

4 prizes of €2,000 each

for the winner in each category

8 prizes of €500 each

for the 1st and 2nd runner-up in each category

1 prize of €5,000

for the 'Best of the Best' project, selected from the winners of each of the 4 categories



THE JURY PRESIDENT



The Jury President

Shigeru Ban

Architect, founder of
Shigeru Ban Architects

Shigeru Ban was born in Tokyo in 1957. He graduated from the Cooper Union and started working for Arata Isozaki & Associates in 1982. He founded **Shigeru Ban Architects** in 1985. He became consultant to the United Nations High Commissioner for Refugees (UNHCR) in 1995, establishing the NGO Voluntary Architects' Network (VAN) in the same year to support disaster relief. His selected works include Centre Pompidou-Metz, Oita Prefecture Art Museum, Mt. Fuji World Heritage Centre, Shizuoka, La Seine Musicale and Swatch Omega.

He is a recipient of multiple awards, including the Grande Médaille d'or de l'Académie d'Architecture, France (2004); the Arnold W. Brunner Memorial Prize in Architecture (2005); the Grand Prize of AIJ (2009); the Honorary Doctorate from the Technical University of Munich (2009); le grade d'officier for L'Ordre des Arts et des Lettres, France (2010); the Auguste Perret Prize (2011); the Art Prize from the Japanese Agency for Cultural Affairs (2012); le grade de commandeur for L'Ordre des Arts et des Lettres, France (2014); the Pritzker Architecture Prize (2014); the Medal of Honor with Purple Ribbon, Japan (2017); and the Mother Teresa Social Justice Award (2017).

Shigeru Ban served as Visiting Professor at Harvard University GSD and Cornell University (2010) and is a specially appointed Professor at the International Research Institute of Disaster Science, Tohoku University, since 2020. He is currently a Professor at Kyoto University of Art and Design and also at Keio University. ■



JURY



Somi Kim

Senior Director, Healthcare Solutions at Johnson & Johnson (J&J) Design

Somi Kim is Senior Director, Healthcare Solutions, at **Johnson & Johnson**, where she champions human-centered design solutions with real world impact. She is responsible for the healthcare experience design practice across Pharmaceuticals, Global Public Health and Medical Devices. Her passion for cultural context, brand experience and health equity fuels her desire to integrate design into larger conversations about business, technology and society. To further these goals she is an active member of the J&J Design Leadership Team, based in New York City, and co-leads J&J's WiSTEM2D (Women in STEM + Manufacturing and Design) Youth initiative.

An Aspen Institute First Movers Fellow, Somi received an MFA in Visual Communication from California Institute of the Arts and an AB in Visual & Environmental Studies from Harvard College. She is an advisor to the transdisciplinary Master of Science Innovation + Venture Development (MS IVD) program at Arizona State University and lives in Montclair, NJ, with her husband and son. ■



Paul Priestman

Designer, Chairman of PriestmanGoode

Paul Priestman is a designer and the chairman of **PriestmanGoode**, a London-based design studio which has been recognised as one of the World's Most innovative Companies.

Paul is one of the world's leading industrial designers. From consumer goods to high-speed trains, aircraft interiors and cruise ships, he is experienced in running the largest and most complex design projects and giving design leadership to organisations through critical moments of investment and market changes. An inspirational speaker, he frequently talks on the subject of creative future thinking and the value of design and innovation to business leaders and creative industries around the world. He is a winner of the London Design Festival Innovation Medal, an Honorary Fellow of the Royal College of Art and an Honorary Fellow of the Royal Society of Arts. ■



jumpthegap®



Andrea Trimarchi
and **Simone Farresin**
Formafantasma design
studio

Formafantasma is a research-based design studio investigating the ecological, historical, political and social forces shaping the discipline of design today. Since founding the studio in 2009, Italians **Andrea Trimarchi** and **Simone Farresin** have championed the need for value-laden advocacy merged with holistic design thinking. Their aim is to facilitate a deeper understanding of both our natural and built environments and to propose transformative interventions through design and its material, technical, social, and discursive possibilities.

Working from their studio in Amsterdam, the practice embraces a broad spectrum of typologies and methods, from product design through spatial design, strategic planning and design consultancy. For Formafantasma, the crossflow of knowledge and experience taken from both their commercial contracts and their more autonomous projects has benefitted and informed the respective other. It has also given them a unique perspective of the design industry, allowing them to acknowledge the legacy of industrial production as the fundamental source for the designer's expertise and agency in contemporary society while also addressing its historic contribution to environmental instability. ■



jumpthegap®



Deborah Seward

Director of United Nations
Regional Information
Centre, Belgium

Deborah Seward holds a degree in History from the University of North Carolina and has more than 31 years of experience in public information, communications and international relations, acquired at the **United Nations** and externally. She served as Director of the Department of Public Information's Strategic Communications Division in New York at the beginning of 2011. Before joining the United Nations, Ms. Seward took on progressively responsible assignments with the Associated Press, serving as Chief of its Moscow and Paris bureau, being Managing Editor in New York. She also worked in Prague as an Executive Producer in the Central Newsroom of Radio Free Europe/Radio Liberty. ■



Mariana Amatullo

President of Cumulus
International Association
of Universities and
Colleges of Art, Design
and Media

Mariana Amatullo is the President of the **Cumulus Association**. She is an Associate Professor of Strategic Design and Management at Parsons School of Design. She serves as the Vice Provost for Global Executive Education and Online Strategic Initiatives at The New School, New York. Previously, Mariana co-founded and led the award-winning social innovation department, Designmatters, at ArtCenter College of Design in Pasadena, California. Mariana's research and publishing bridge the design and management fields and examine the role designers play in advancing social innovation and organisational learning. Mariana holds a Ph.D. in Management from Case Western Reserve University, an M.A. in Art History and Museum Studies from the University of Southern California, and a Licence en Lettres from the Sorbonne University, Paris, where she also studied Art History at L'Ecole du Louvre. A native of Argentina and the child of a diplomat, Mariana grew up around the world. ■



Isabel Roig

Executive Director
of Barcelona Design
centre & President
of World Design Weeks

Isabel Roig has held the position of Executive Director of the **BcD Barcelona Design centre** since 2000, an organisation focused on economic and social value creation through design and its role in innovation and sustainable growth.

Her previous professional experience has provided her with the insight required to set successful and innovative strategies at the Centre. In 2006, she founded the Barcelona Design Week. She has been a member of the European Design Leadership Board appointed by the European Commission, and the President of BEDA (Bureau of European Design Associations). Currently, she is a Board Member of the World Design Weeks Network. ■



Marc Viardot

Corporate Marketing
and Design Director
Roca Group

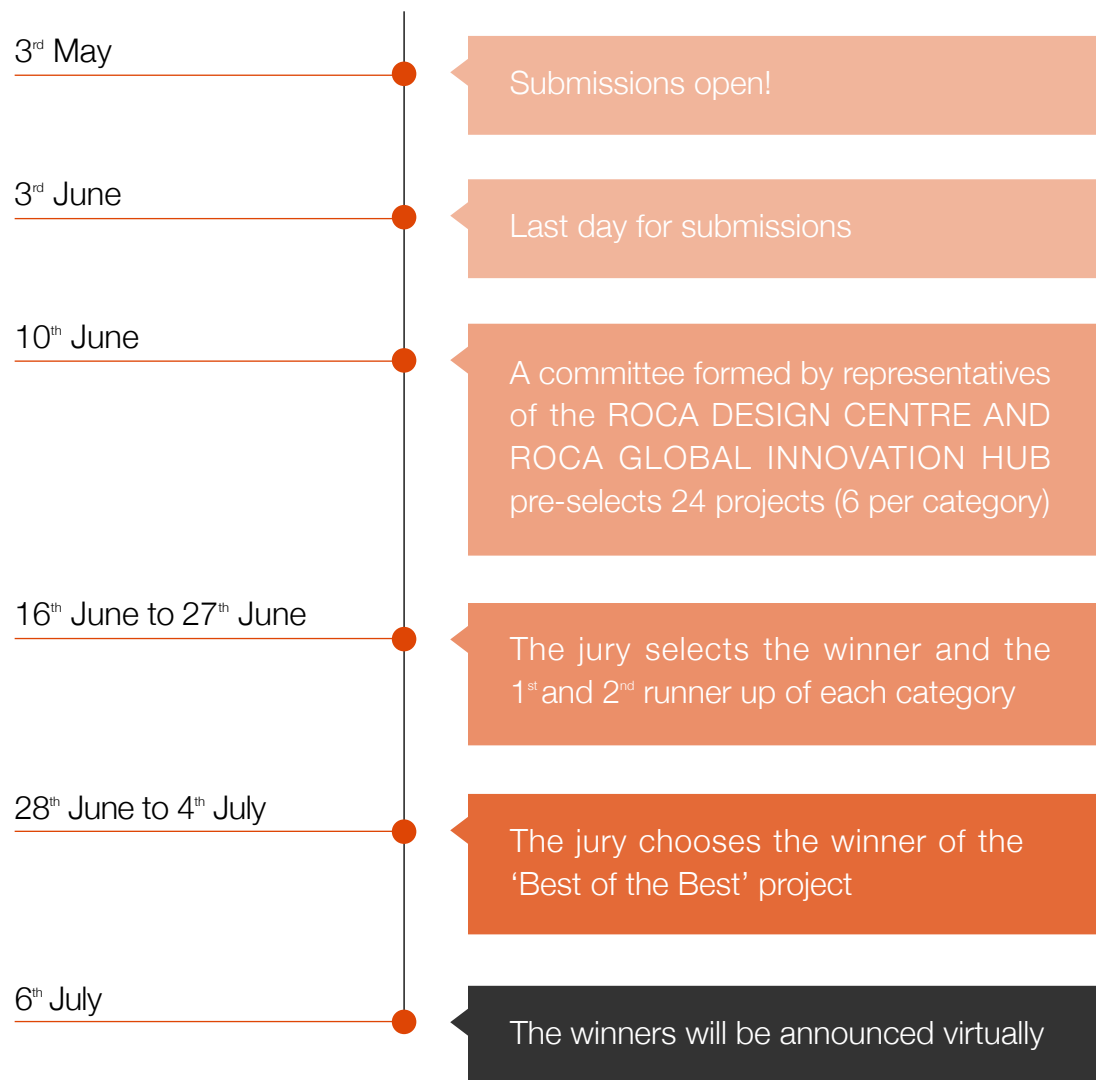
Marc Viardot is **Roca Group's** Corporate Marketing and Design Director. The love and passion for developing and communicating products, building brands and leading people in a creative process has been a common thread throughout his career. Following a Master's degree in Business and Economic Studies with a focus in Marketing at the Albert-Ludwig-University of Freiburg in Germany, Viardot joined the Roca Group in 2003 as Laufen's Export Area Manager Commercial Subsidiaries. From 2010 to 2020 he has been responsible for Marketing and Products and turned Laufen into a very successful and renowned premium brand, working closely with the world's best designers and architects.

Today, based at headquarters in Barcelona, together with his team of Marketing, Product, Design and Innovation Managers, he manages the Roca brand, as well as overseeing the development of all Roca Group's brands. ■



jumpthegap®

KEY DATES



For more information on submissions and procedures
please visit: www.jumpthegap.net

Aligned with



Barcelona
centre
de Disseny

Roca