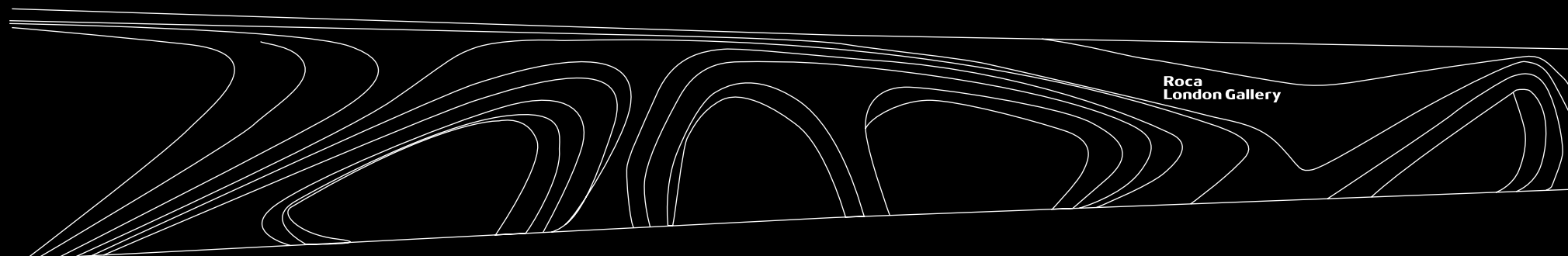




Roca

Roca
London Gallery
by [Zaha Hadid Architects](#)



Welcome to the new Roca London Gallery, a space designed by Zaha Hadid Architects, where you can enjoy a unique visual and interactive experience with Roca, the leading global bathroom brand. Here design, innovation, sustainability and wellbeing prevail and this is where Roca, inspired by these values, presents its products to architects, designers, specifiers, retailers, and the public through a unique brand experience in the world of bathrooms. The introduction of this unique space is a source of pride for Roca, as it allows us to convey to the public the meaning of the brand, our history, and our most recent achievements.



1

The concept

Water has shaped a new space in London

2

The space

3

The exterior

4

The interior

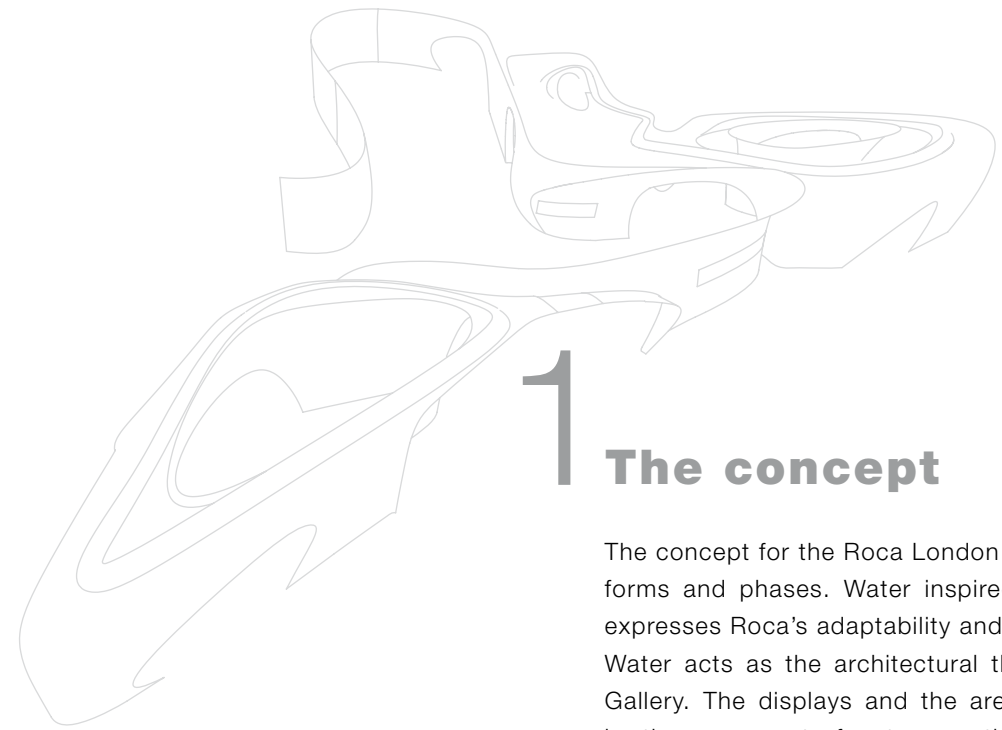
Pods
Environments
Tiles
Lounge Area and Look-Up Space
Fluxus
Rituals
Interactive touch screens

5

**The project
by Zaha Hadid Architects**

6

**Roca Galleries
around the world**



1 The concept

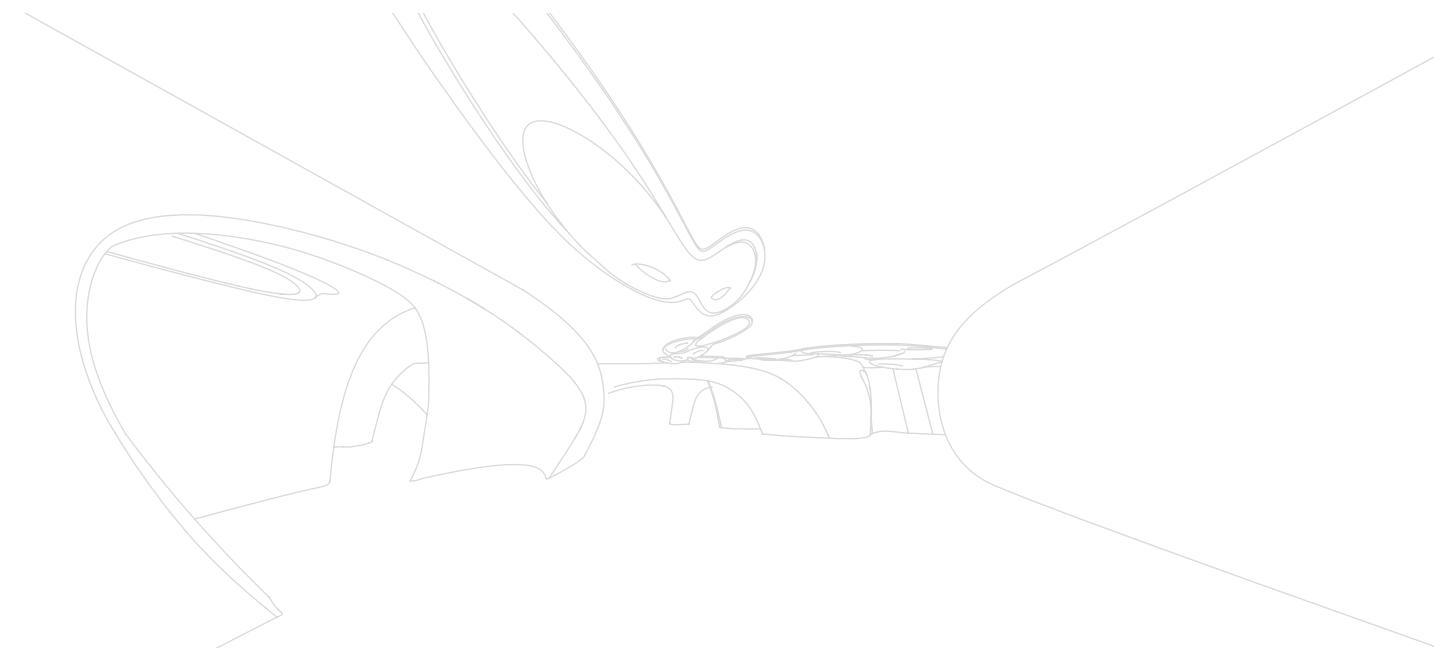
The concept for the Roca London Gallery begins with water in its many forms and phases. Water inspired the idea of creating a space that expresses Roca's adaptability and openness to change and innovation. Water acts as the architectural theme, connecting all aspects of the Gallery. The displays and the areas around them have been inspired by the movement of water, creating a changeable space that is full of possibilities.





2 The space

Zaha Hadid Architects have created a unique and innovative space that creates an avant-garde atmosphere with its museum-like appearance. Its sinuous forms are complemented by semi-enclosed, cave-like spaces where some of Roca's most representative products are displayed. The Gallery also incorporates working and meeting areas which are equipped with the latest communication technology.



Roca London Gallery

3 The exterior

The façade is a unique feature of the new Gallery and gives the space an immediate identity. It incorporates a coherent blend of forms and contours which are used in an unexpected way to create a series of architectural cut outs, crevices, and openings in the space.

The geometry of the three display environments at the front of the Gallery form a continuous surface with the façade, creating a single uninterrupted space that interweaves exterior and interior, whilst the

idea of solidity is maintained through the use of exposed concrete on the façade.

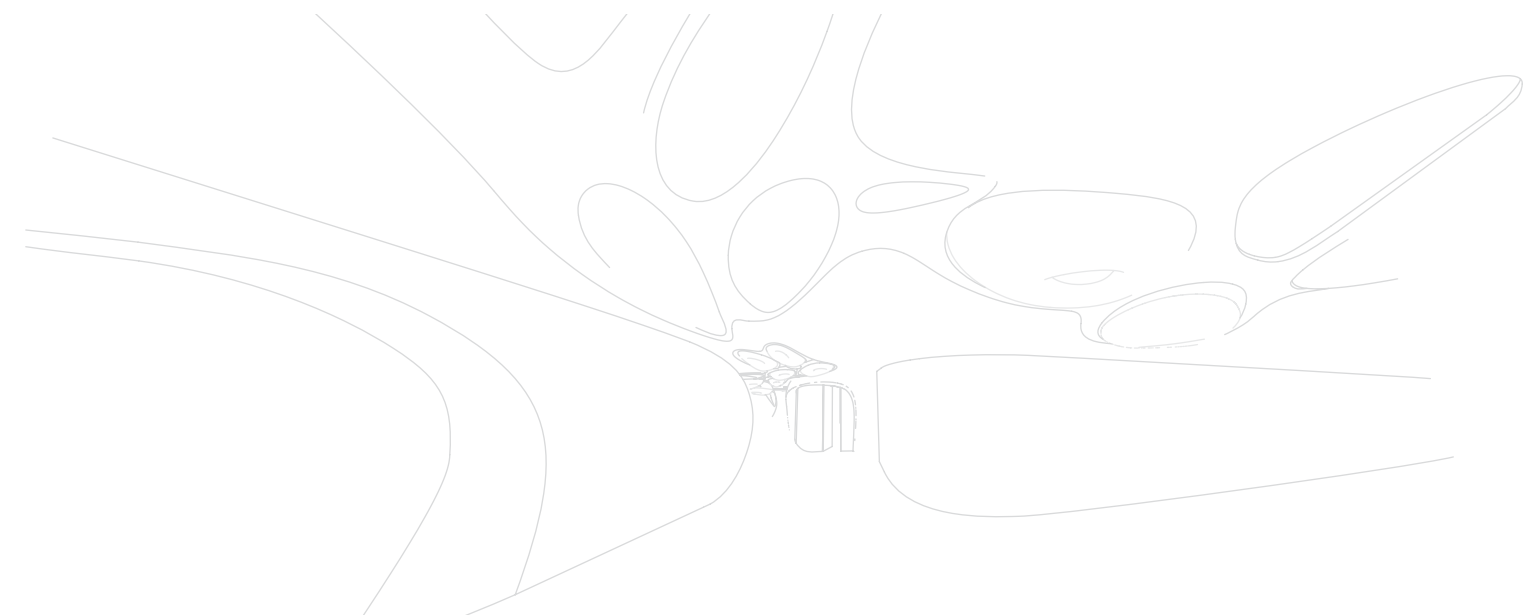
The form of the exterior façade is based on a similar system of eroded cuts that seem to have been shaped by the sun's rays, and which allow the interior to open out on to the plaza in front of the Gallery.



4 The interior

The Roca London Gallery occupies one floor and covers an area of 1,100m². The white space of the main area is shaped by the continuous logic of the illuminated water drops that seamlessly connect the different areas. The array of glowing 'pods', the iconic element of the Gallery, build the spine of the central space that is further defined with its final spiral move, which leads to the knowledge, research and multi-media seating area next to the main reception.

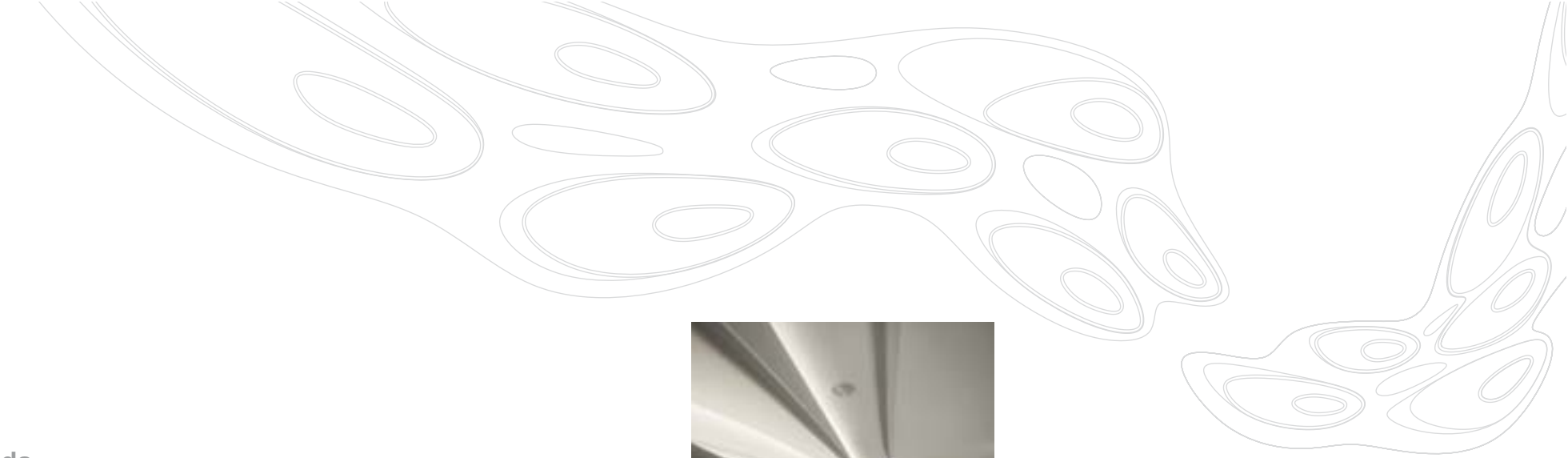
The innovative spatial concept of the unique environments is reflected in the use of dark grey concrete to contrast with the white central spine of the Gallery. Their form was created to imitate the effects of erosion whilst also considering the functional requirements of the space, thus allowing greater flexibility. In addition, the five distinct bathroom areas along the central spine of the Gallery create the sensation of continuity and fluidity.





Pods

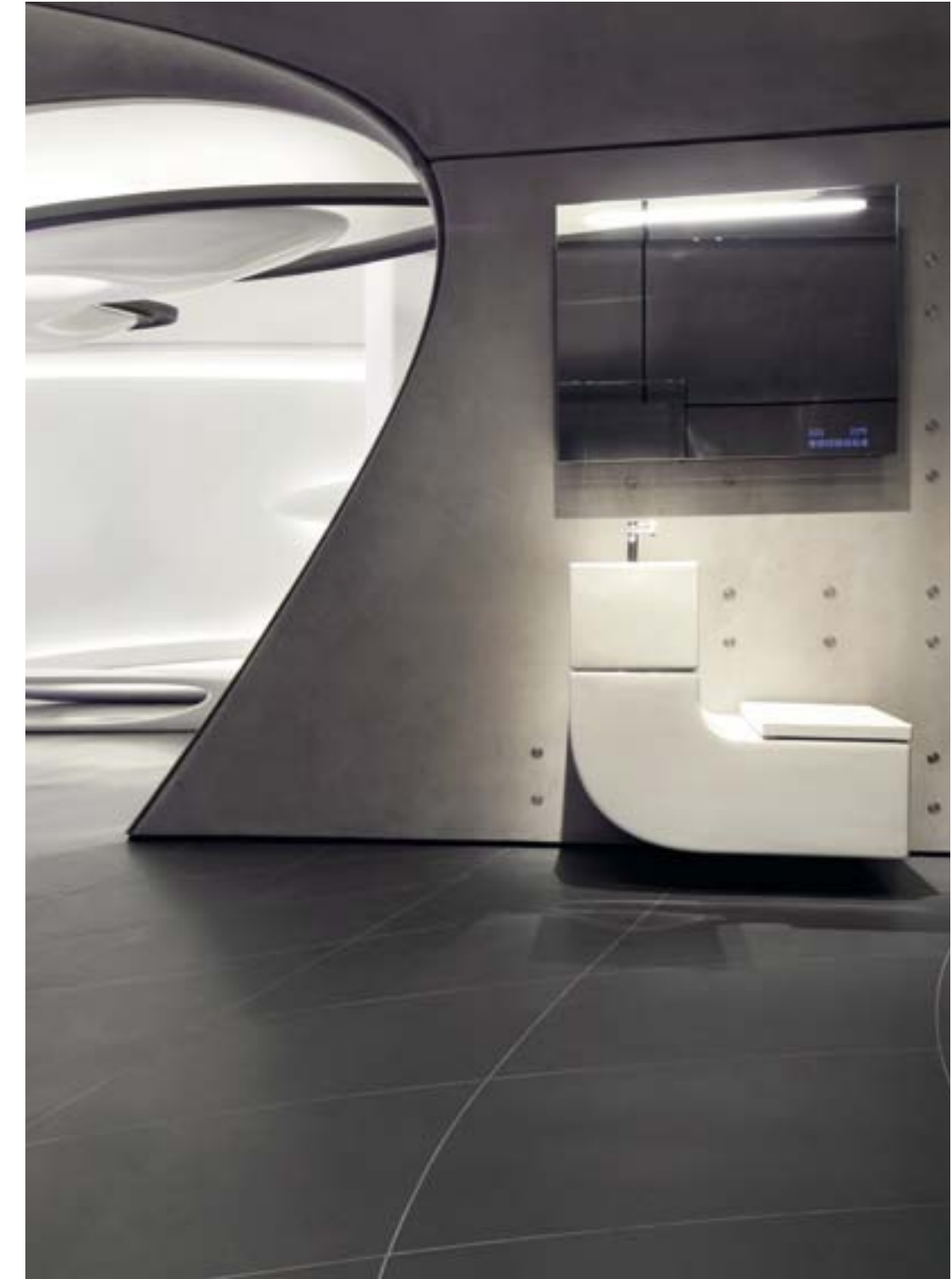
The sculpted pods shape the white space of the main Gallery by the continuous logic of illuminated water drops. The pods move along the Gallery ceiling and serve as lighting where their shadow keeps them together in a continuous flow. The array of glowing water drops spread down the wall as shelves for books, media, and smaller products then onto the floor as tables and seating. The fluid lines generated by the pods build the spine of the Gallery's central space and guide movement through the showroom.



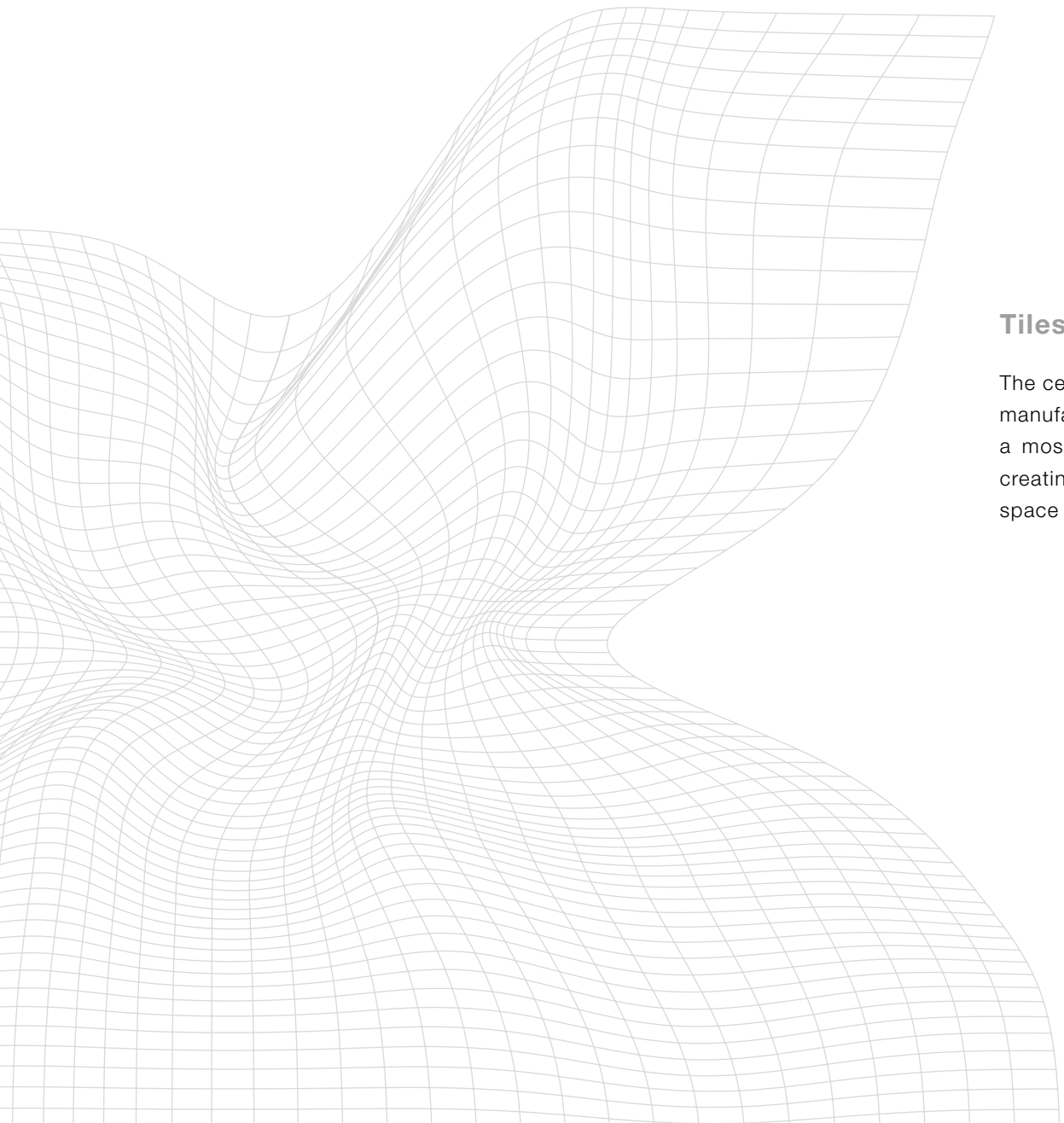


Environments

Our most emblematic products are displayed in a variety of areas and environments. Here the visitor can learn about the latest Roca products and collections, created by top national and international designers. One of the most eye-catching elements of these environments is the tiled floor. Composed exclusively of Roca ceramics, the floor is a mosaic of unique, individually designed and manufactured pieces which together create a striking visual effect.







Tiles

The ceramic tiles covering the floor of the product exhibition areas were manufactured by Roca and designed by Zaha Hadid Architects. It is a mosaic of unique pieces that have been cut and laid one by one, creating an optical effect inspired by a water current and lending the space an air of exclusivity.

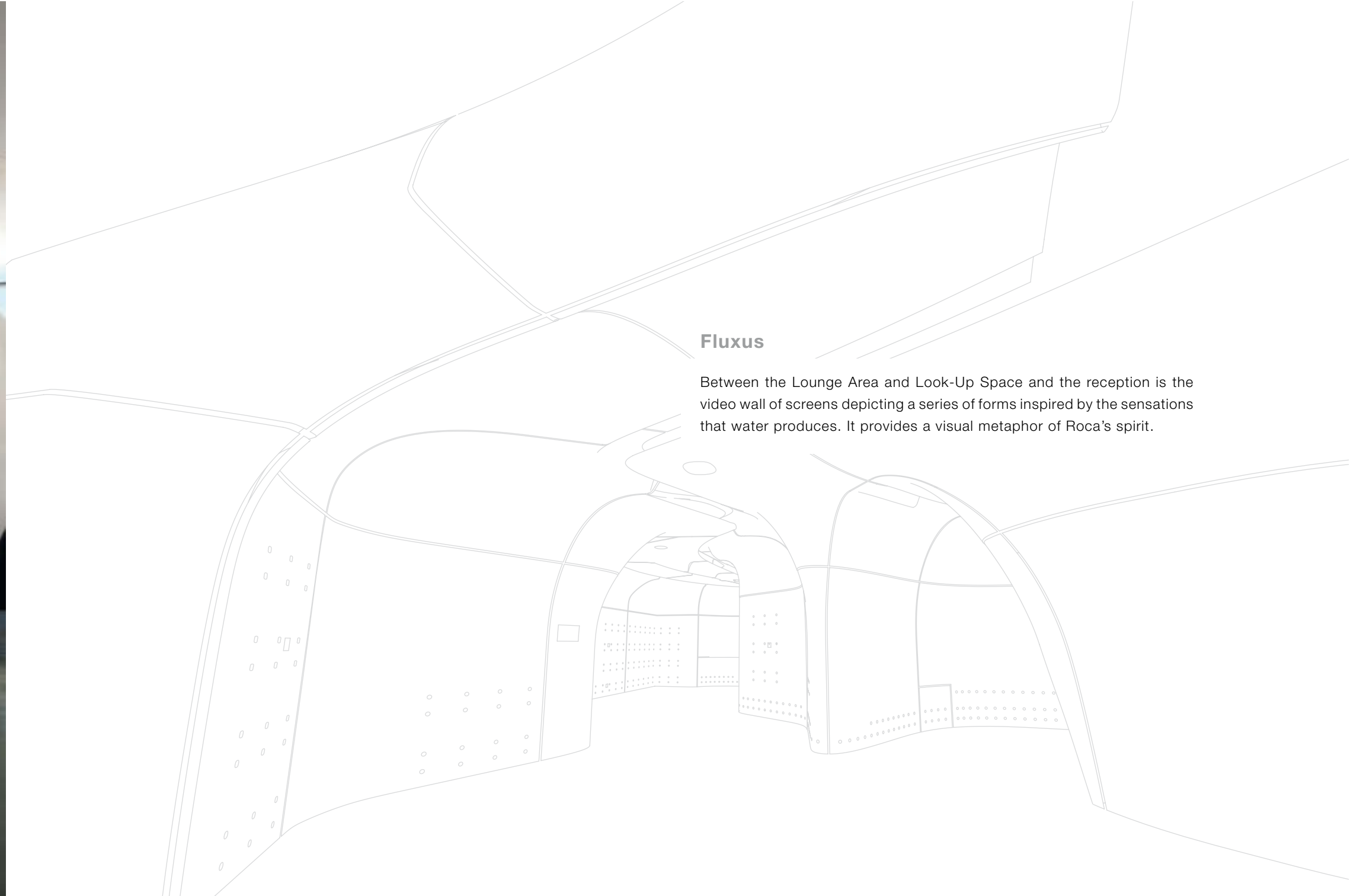


Lounge Area and Look-Up Space

Beyond the reception area, also inspired by aqueous and organic forms, the space opens out on to the Lounge Area and Look-Up Space.

These two zones complement each other and provide an area where visitors can relax and be inspired at the end of their tour. Here the visitor also has online access to Roca's entire range of product collections and solutions.





Fluxus

Between the Lounge Area and Look-Up Space and the reception is the video wall of screens depicting a series of forms inspired by the sensations that water produces. It provides a visual metaphor of Roca's spirit.

Rituals

On the wall opposite the meeting room is the “Rituals” projection, a series of images that show a variety of everyday human activities in the bathroom space. They arouse the curiosity of visitors and provide a captivating look at our daily rituals and routines.





Interactive touch screens

These provide a simple, visual and interactive explanation of what lies behind the Roca brand. They offer information about our history, our values, our presence on the 5 continents, our innovation and design, our work with prestigious designers and everything else related to the Roca brand.



5 The project by Zaha Hadid Architects

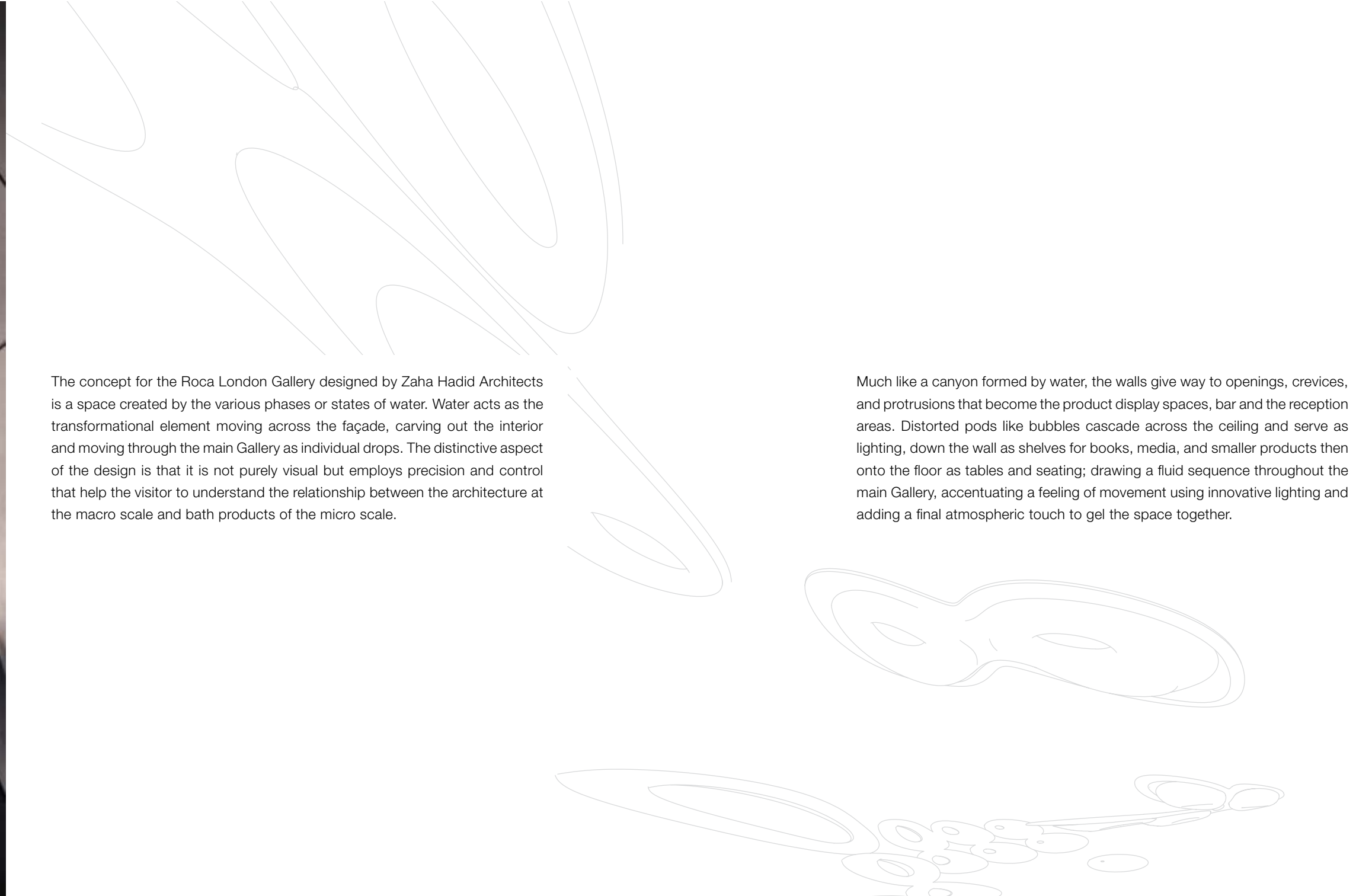
No single architectural language predominates in the area. Edifices include multi-story residential buildings, low-rise manufacturing and storage and contemporary office blocks.

The existing building on the site dates from 2001 and is a mix of styles with curved aluminum panels identifying the hotel while masonry, glass, and render are used for the residential units above and existing storefront commercial and retail spaces. The building presents an eight-storey glass and aluminum façade with a flat roof.





The concept for the Roca London Gallery designed by Zaha Hadid Architects is a space created by the various phases or states of water. Water acts as the transformational element moving across the façade, carving out the interior and moving through the main Gallery as individual drops. The distinctive aspect of the design is that it is not purely visual but employs precision and control that help the visitor to understand the relationship between the architecture at the macro scale and bath products of the micro scale.



Much like a canyon formed by water, the walls give way to openings, crevices, and protrusions that become the product display spaces, bar and the reception areas. Distorted pods like bubbles cascade across the ceiling and serve as lighting, down the wall as shelves for books, media, and smaller products then onto the floor as tables and seating; drawing a fluid sequence throughout the main Gallery, accentuating a feeling of movement using innovative lighting and adding a final atmospheric touch to gel the space together.





Zaha Hadid Architects also incorporate Roca's established history and culture of innovation into the experience of the space. Rather than create a fixed showroom space solely for products, Zaha Hadid has developed flexible space for Roca, where displays, a meeting room, library, multi-media wall, reception and video screens are dispersed so visitors feel they are in an active design centre; a research hub that is much more than just a showroom. The Gallery's architectural language of fluidity and nature is driven by the new

digital design modelling tools and the constant evolution of manufacturing processes and techniques. The Roca London Gallery will be a unique destination which serves architects, designers, specifiers, retailers and the public through an evolving experience. It will host events, installations and launches of Roca's products. The design expresses the fluid relationship between Roca and Zaha Hadid Architects and their shared passion for innovation.

Zaha Hadid, October 2011

6 Roca Galleries around the world

Roca Galleries are not just physical locations, but rather an entire concept that conveys the avant-garde offering and forward-looking vision of Roca. Built with the principles of design, innovation and sustainability in mind, Roca Galleries clearly showcase the leading global brand's commitment to an ongoing discourse with society as a whole, but more specifically with professionals who share an interest and concern in cultivating the bathroom concept.

The Roca Galleries serve as a meeting place and arena for open dialogue, drawing together like-minded designers, architects and interior decorators from around the globe. Locations in Barcelona, Madrid, London and Lisbon provide a multidisciplinary platform for interchange, thereby constructing a world-wide network to identify, interpret, develop and share information on new trends in the field.



Roca Barcelona Gallery

C/ de Joan Güell, 211-213, Barcelona.
www.rocabarcelonagallery.com



Roca Madrid Gallery

C/ José Abascal, 57, Madrid.
www.rocamadridgallery.com

Zaha Hadid Architects in London, Borja, Lucía and Carlos Ferrater's OAB architectural studio in Barcelona, Estudio Lamela in Madrid, and Ferruz Decoradors in Lisbon have brought this vision to life in the Roca Galleries that combine an engaging look and true representation of the brand's values. Hence, the Roca Gallery sites are designed as flexible, functional places to show off the wide range of Roca products alongside a broad offering of socio-cultural activities.



Roca Lisboa Gallery

Praça dos Restauradores, 46, Lisboa.
www.rocalisboagallery.com

Roca London Gallery

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