

EXHIBITION OPENING

The Roca Barcelona Gallery explores the recovery of rivers and city harbours in the new exhibition 'Urban Plunge'

- **The exhibition displays several international projects that transform rivers and city harbours into new sustainable leisure centres**
- **Local proposals developed by students from four universities and architectural schools complement this exhibition**

Exhibition 'Urban Plunge'

Where: Roca Barcelona Gallery. Joan Güell, 211-213, 08007 Barcelona

When: Monday to Saturday from 10 am to 8 pm. Free entrance.

The exhibition will be open from the 26th January to the 23rd April

Barcelona, January 2016.- The Roca Barcelona Gallery will inaugurate the exhibition 'Urban Plunge' on the 26th January, an exposition that explores several national and international architectural projects that intend to recover and transform rivers and city harbours into new leisure spaces, thus challenging our way of thinking about water. The exhibition, which was displayed at the Roca London Gallery before coming to Barcelona, has been curated by Jane Withers, a British design consultant and co-founder of Wonderwater, an initiative specializing in projects for a sustainable use of water.

Withers has selected the five international projects that best illustrate the role played by design and architecture in the transformation of these spaces. Drawings, mock-ups and photographs of + Pool (Family & PlayLab), in New York; *Thames Baths* (Studio Octopi) and *King's Cross Pond Club* (Ooze & Marjetica Potrč), both in London, *Copenhagen Harbour Baths* (Julien De Smedt Architects) in Copenhagen and *Flussbad* (realities:united) in Berlin are therefore displayed. The adaptation of this exhibition in Barcelona also includes an unseen project specially designed for this exposition by the firm OAB (Office of Architecture in Barcelona) by the architects Carlos and Borja Ferrater. It is a bridge over the Besos river that would use sea water to create a fully sustainable bathing area.

Apart from these outstanding projects, 'Urban Plunge' also displays proposals developed by students from the Escola Tècnica Superior d'Arquitectura de Barcelona, UPC; the School of Architecture, UIC- Barcelona; the Escola Superior d'Arquitectura la Salle, URL and the Escola Tècnica Superior d'Arquitectura de Reus, URV, within the framework of the

contest organized by Roca. These projects have been developed by students with the aim of recovering the Port Vell (Old Port) and the Besos river to create sustainable leisure spaces.

'Urban Plunge' displays projects with new innovative ideas that enrich our relationship with rivers and city harbours, thus making our cities more human. The exhibition reflects on how our attitude towards water has an impact on the quality of life in cities.

About Roca

Roca is a company engaged in the design, production and commercialization of products for the bathroom space, wall and floor tiles for architecture, building and interior design. The company employs more than 22,200 workers and has 74 production plants, being present in more than 135 countries on five continents. Roca, a reference brand in the definition of bathroom spaces, collaborates with prestigious designers, architects and interior designers such as R. Moneo, D. Chipperfield, Z. Hadid, Herzog & de Meuron, Schmidt & Lackner and J. Mariscal, among others. The company also works constantly to develop and promote initiatives that support the preservation of the environment. Roca reflects this commitment in the continuous development of new products focused on saving water.

www.roca.com

About Roca Barcelona Gallery

The Roca Barcelona Gallery is the result of the collaboration between the Estudio de Arquitectura OAB (Office of Architecture in Barcelona) with Borja, Lucía and Carlos Ferrater, and was opened in 2009. The Roca Barcelona Gallery is a functional and flexible space where the exhibition of Roca's product range coexists naturally with exhibitions, presentations, professional meetings and events of particular interest that invigorate Barcelona's sociocultural offer.

Located on Joan Güell street, it hosts different exhibitions, debates, colloquiums, and meetings on very different topics such as architecture, design, the environment or sustainability.

www.rocabarcelonagallery.com

About Jane Withers, Curator

Jane Withers is a design consultant and curator based in London. In the last decade, she has curated numerous exhibitions and events that explore the role of design in the transformation of the future of water on an international level. She is co-founder of Wonderwater, an initiative that aims to raise awareness of the world's water problems. She writes about design and participates frequently as speaker and guest lecturer. In 2008 she received an honorary grant from the University of Westminster for her contribution to the environment.

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