

jumpthegap®

Roca International Design Contest

7th Roca International Design Contest

2016-2017

Rules

Submit your participation on the official website
www.jumpthegap.net



With the collaboration of
Barcelona Design Centre
www.bcd.es

Roca

1917/2017

Aim and theme of the contest

Jumpthegap is an International Design Contest promoted by Roca since 2004 with the collaboration of BCD Barcelona Design Centre that is looking for new, innovative and sustainable concepts for the bathroom space.

This seventh jumpthegap, aimed at creative people who think towards the future whilst designing today, is a very special edition as it coincides with Roca's centenary celebration (1917-2017).

We understand the innovation concept as the anticipation of users' new desires and needs, as well as (why not?) the transformation of dreams and desires into reality.

Sustainability is one of the most important principles to take into account when innovating in the bathroom space. In the era we are living, we have to grantee products oriented to the saving of water, energy and resources.

Jumpthegap offers the opportunity to young designers or architects and design or architecture students to create and design innovative sustainable solutions for the bathroom and related products. This is the evidence that Roca is betting for the support of the new generations of designers and architects.

“Jumpthegap offers the opportunity to young designers or architects and design or architecture students to create and design innovative sustainable solutions for the bathroom and related products”

More than 50% of the products that we will use in 10 years have not yet been manufactured, much less designed. So what will they be like?

A large part of those products incorporate concepts and technologies that we may not even be able to imagine today... or maybe we can. Jumpthegap starts from the assumption that young creative people design today whilst thinking about tomorrow; a tomorrow when the limitations of today will not apply and when new needs, architecture, technologies and products will emerge which will help us to improve people's lives by bringing them more well-being, hygiene and comfort.

These are designs that can bring forth their vision of conceptually innovative bathroom products and solutions: new products, new spaces and/or new uses and functions.

Inspiration insights

We do not really know how will truly be the future of the design for the bathroom space, but there are a number of undeniable drivers that will shape the society of the next future. We would like to transmit them with the intention to serve as inspiration to develop your projects:

1

SUSTAINABILITY The so-called “Eco products” must be better in every sense. We see that even that the environmental concern of the consumers is growing; they will only adopt sustainable practices if they receive direct, visible and measurable benefits. Being sustainable must be convenient: it must require little or no effort, and it must be very clear what the impact of every action is. Being sustainable must be profitable: it must make the consumer to save resources (i.e.: money) and it must be measurable.

AGEING POPULATION Bathrooms designed for dependent people have to facilitate the execution of routine tasks. The user should be able to perform them without additional knowledge and/or special skills in order to minimize the time spent on non-pleasant activities. New products must create the perception of safety and should delay the moment when external help is required to perform the bathroom basic activities. An appealing design and simplicity of the interface should make all special features look desirable.

2

3

HOMING The bathroom experience is a very personal moment and, ideally, the bathroom should therefore be your private one. If it is not possible, it should at least welcome you in a cosy atmosphere, warm and comfortable. Homing doesn't necessarily have to be deployed in the high-end products only, but also in the mainstream segment.

SURPRISING EXPERIENCES The raise of hyper-emotional consumption brings along the need to live new surprising multisensory experiences. The value of objects decrease and the increasing value of time itself make the consumers search for emotionally intense experiences that may impact on their different senses.

4

5

AUTOMATIZATION Technology will be welcome in the bathroom in the same way that it is welcome in other rooms, as far as it:

- Strengthens the feeling of “having things done for you” and makes your life simpler.
- Minimizes the time spent in non-pleasant activities (like cleaning).
- Leaves the bathroom ready for the next user with the minimum effort.

Smart products that eliminate the routine actions like switching on devices, setting up working conditions, opening and closing lids, etc. Intelligent products that understand what you expect from them and react accordingly.

Participants

The contest is open to young applicants from every country in the world and has two categories:

- **Professional category:** designers or architects* born from 1 January 1982 onwards.
- **Student category:** design or architecture* students born from 1 January 1982 onwards.

Entries may be individual or from a group of two professionals or two students. Mixed groups are not accepted.

Each person or group may participate in one project only.

Judges, their families, their studios or design teams may not compete. The same applies to members of pre-selection committee.

* or other related professional/discipline

Registration

Registration for the contest is free of charge and available from 26 September 2016 on the Internet (www.jumpthegap.net) and can be accessed through the registration page.

All participants must submit their application to take part in the contest by **12:00 hours (GMT+1) on 15 March 2017.**

Important note: When two people submit a group entry, both group members must complete the registration form displayed on the screen.

By registering for the contest, participants confirm that they accept these rules. Any incomplete or incorrect information or any registration application that does not fulfill the required conditions will be considered as null and void.

Presentation of project

Important note: Projects must be absolutely anonymous: they cannot contain any names or personal details about the author/s, as all this information has been already provided through the registration. All the texts included in the project must be written in English.

The competing project must be submitted in:

- One pdf file, containing not more than 2xA3 size pages.
- **The maximum size of the pdf file will be 1.5MB.**
- **The first page must include the title of the project, a text with the description of the project, and the main images.**

The text must not have more than 600 words, divided into three sections:

- **WHAT?** What is the project about? For whom?
- **HOW?** Brief description (How it works, materials ...)
- **WHY?** Why it will be relevant in the future.

Any background information or additional details of the project should be placed on the second page.

Participants certify that the design is their own, original work and that it has never been published before. Designs must not have received any award, nor have been presented for any other competition at the time that they are entered for the jumpthegap contest.

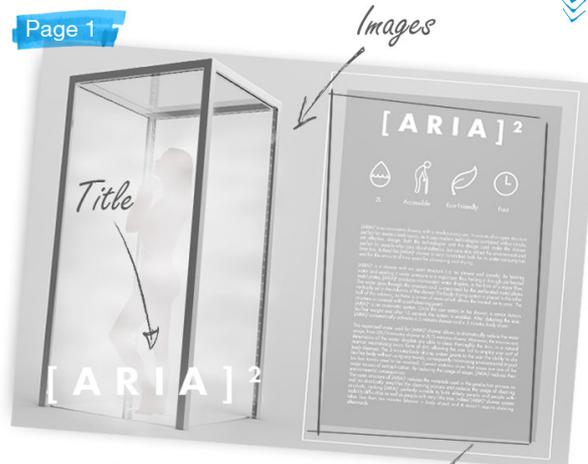
The organizers will not, without the written agreement of the participant, alter or amend in any way, the project submitted.

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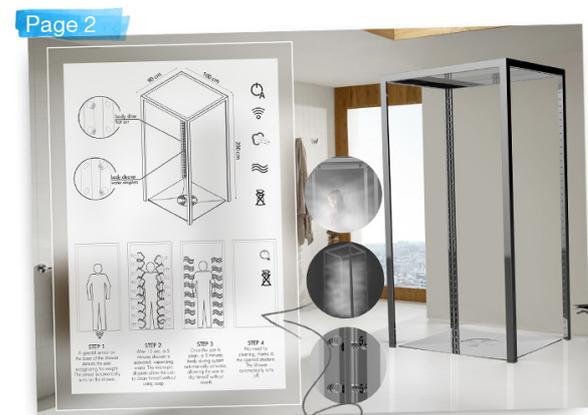
7th edition

Submit your project:
"Is that easy" >>>>

*One pdf file,
with 1 or 2 DINA3 size pages*



*Description: What? How? Why?
In English and no more than 600 words.*



*Background information.
Additional details.*

[ARIA]2 - Student Category Winner - 6th edition
Cristina Tu Anh Pham & Samuele Nucaro (Italy)

Deadline April, 19th, 2017



Roca
1917-2017

Submission date

The projects must be submitted to the contest website by **12:00 hours (GMT+2) on 19 April 2017**.

Independent moderator

An independent moderator has been appointed to act amongst the organizer, the jury and the entrants. For any question, please contact Ms. Cristina Castaño - jumpthegap@bcd.es

Prizes

There are 3 prizes:

- **Two winning projects** will be chosen and will receive a prize of **€10,000 each**, one in the professional category and one in the student category.
- **One Special We Are Water Foundation Prize** will be chosen and will receive **€6,000**. This mention will be given by the **We Are Water Foundation**, which has two key goals. The first is to promote awareness and encourage debate among the public and organizations on the need to create a new culture for water, to enable the equitable development and sustainable management of the world's water resources. The second is to carry out a whole host of actions to counter the negative effects of the lack of adequate water resources. The foundation's fields of activity include involvement in infrastructure, education, health and research, concentrated in the world's most deprived areas (<http://www.wearewater.org>).

An ambitious PR campaign will help to promote the winning and finalist projects and their authors.

The authors of the winning and finalist projects will be invited to attend the Awards Ceremony event in Barcelona (Spain) during the second semester of 2017. Roca will cover travel and accommodation expenses for only winning projects authors.

All taxes on the prize are the sole responsibility of the winner, regardless of his/her jurisdiction. The winner may be withheld with the taxes that are applicable according to the Personal Income Tax, Non-resident Income Tax and according to the provisions of international treaties that may be applicable.

Consequently, the winner, by accepting these legal bases, is aware of the tax consequences of any kind that might result from claiming the prize and ROCA takes no responsibility for such cause.

If required, the author/s of the winning project will cooperate with Roca's Design Department on the manufacture of a possible full-size mock-up or specific material to be used in presenting the project.

Selection process

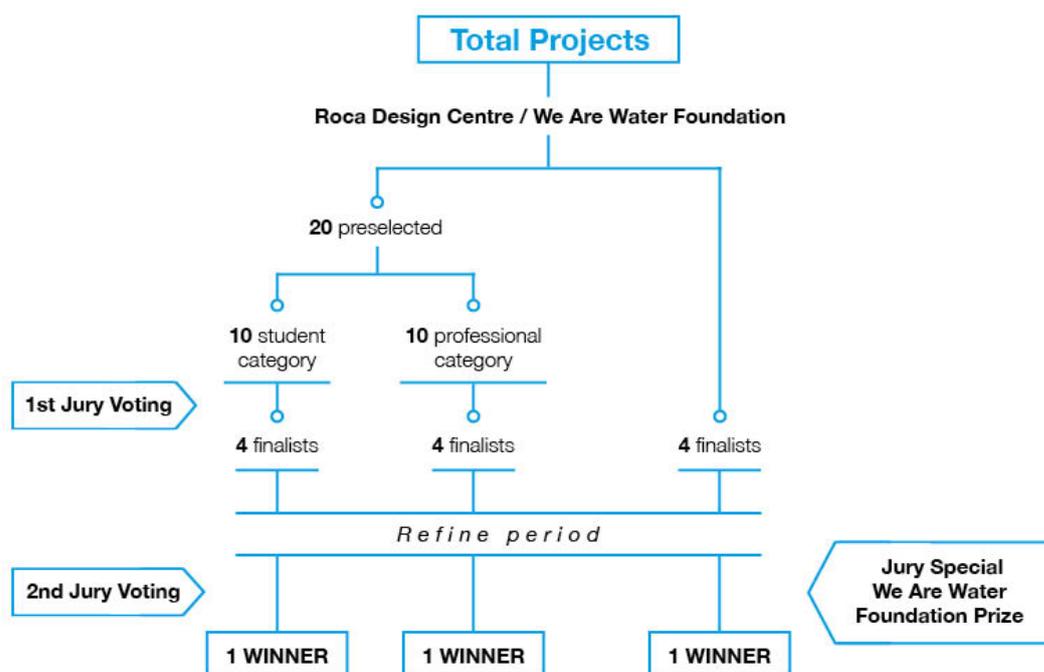
In early May 2017, a pre-selection committee made up of representatives of the Roca Design Centre and the We Are Water Foundation will select 24 projects from amongst the entries received, which will be presented to the juries. 20 of these projects (10 from professionals and 10 from students) will be the preselected. The other 4 projects will be the We Are Water Foundation Prize Finalists.

The juries selections will be performed on-line in late May/early June 2017.

The jury for the Professional and Student categories Prizes will receive a “virtual dossier” with the 20 preselected projects to judge (10 from professionals and 10 from students). They will choose first 4 projects from each category, which will be the 8 finalists. Amongst the finalists, they will vote a second round and chose 1 winner from each category.

The jury for the Special We Are Water Foundation Prize will receive a “virtual dossier” with the 4 finalist projects to judge, from which they will chose the winner.

In the event of a tie, the President’s vote shall decide.



Jury for the Professional & Student categories Prizes

The jury is made up of the following professionals:

- **President:** *Patrik Schumacher*, Principal of Zaha Hadid Architects, Germany
- *Josep Congost*, Roca Design and Innovation Director, Spain
- *Vladimir Pirojkov*, CEO of High Complexity Prototyping Centre KINETICA, Russia
- *Isabel Roig*, Managing Director of BCD Barcelona Design Centre, Spain
- *Anjali Srinivasan*, Director of ChoChoMa Studios, India
- *Benedetta Tagliabue*, Director of EMBT & Enric Miralles Foundation, Italy
- *Valentin Vodev*, Founder of Vodev Studio, Bulgaria
- *Ma Yansong*, Founding Principal of MAD Architects, China

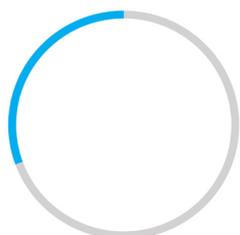
Jury for the Special We Are Water Foundation Prize

The jury is made up of the following professionals:

- **President:** *Xavier Torras*, Director of We Are Water Foundation, Spain
- *Henk Ovink*, Special Envoy for International Water Affairs Kingdom of The Netherlands
- *Sophie Thomas*, Founding Director of Thomas.Matthews Agency, United Kingdom

Jury criteria

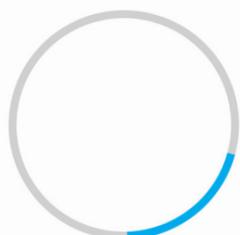
All submissions will be assessed anonymously. When making their assessments, the judges will have regard to the following criteria and requirements:



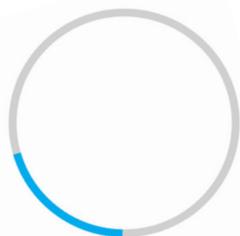
INNOVATION How well does it meet the overall aim of the jump-thegap contest? Is it setting new standards for the world to follow? Is it an outstanding idea? Is it breaking new ground for the future? Does it have an “out of the box” approach? Does it show any alternative to other existing elements?



SUSTAINABILITY Does it look to work in harmony with the environment? Does it look like a great achievement in sustainable design? Does it show an ecologically responsible use of materials and resources (energy and water wise)? Does it specially emphasize on the importance of reusing materials? Does it help or facilitate the acquisition of new hygienic habits more respectful with the environment?



USER BENEFITS Is the overall idea clearly explained and easy to understand? How attractive is it for a user? Does it look appealing, or welcoming? Does it look friendly to use? Are the benefits to the user (such as e.g.: performance, comfort, safety, ease of use, universal function and access, etc) clearly visible?



PRESENTATION How good is the quality of the deliverables? How carefully is the information presented? Are the images good?

Requested material Preselected

The authors of the 20 preselected projects of the Professional and Student categories and the authors of the 4 finalist projects of the Special We Are Water Foundation Prize will be asked to send, within 48 hours of notification:

- A JPG, PNG or GIF format copy of their **degree, certificate** or **diploma**, or a copy of the school's **matriculation document** if they are students. In the event of group participation, documents of both members will be sent.
- A copy of their **passport** or **National Document of Identity**.

Refine period for the Finalists

The finalists of the Professional and Student categories (4 + 4), as well as the 4 finalists of the Special We Are Water Foundation Prize will have a "REFINE" period. They will be asked to complete the material presented with e.g.: original or further high resolution images, better quality renders or further details about their project. This additional material must be presented within **10 days after the notification**.

Intellectual & industrial property rights

Participants in the contest guarantee to Roca the originality of their respective proposals and that each of them enjoys the unhindered exercise of the intellectual and property rights over their respective proposals.

All intellectual property rights, as well as possible industrial property rights over the projects submitted, belong exclusively to their authors.

Participants are responsible for the protection of their design submissions by copyright or patent application, prior to submitting them to the competition.

All participants (including the winner/s and finalists) assign to Roca and BCD, the rights for copy, reproduction and publication of the projects submitted to the contest, for all countries in the world and for the maximum period permitted by law in each one of such countries for the purpose of promotion in publications of general interest and/or specialized magazines, as well as on the websites, editions and publications of Roca, and/or BCD Barcelona Design Centre, and also on the contest website.

Exceptionally, participants other than the winner/s and finalists who do not wish to publish their work, they must request it in written form to Roca, before 19 July 2017.

The winning participant/s offer Roca an exclusive option to purchase the rights to exploit the industrial property rights over their respective awarded work which shall be exercised within the first anniversary from the date of the Awards Ceremony. If this period expires without Roca's having exercised its purchase option, the author/s of the winning project may freely dispose of intellectual and industrial property rights relating to it. In the event that Roca exercises the aforementioned option, the author's name must always be mentioned in connection with the design.

In the event that Roca decides to develop the design project for industrial and commercial purposes, Roca shall offer to the author of the project a preemption right to perform such development; should the author not exercise such preemption right, Roca shall be entitled to develop the project itself or to engage the services of a third party to do so.

Key dates 2016 - 2017

