



Roca 100 Years: The Celebration begins!

Turning 100 has given us time to reflect on our previous milestones, which in turn has allowed us to gain a better understanding of the path we will continue to forge towards our future. The Company firmly believes it is essential to acknowledge all our collaborators throughout the years and take the time to thank them for their contributions to our growth and evolution.

In the upcoming weeks, **we have decided to honor our collaborators**, old and new, in the architectural and design fields, who have been fundamental in creating a vision of how to display the beauty, simplicity and versatility of our products. **This event will be held in New York City**, a city that is an architectonic and design gem in and of itself.

Design has been an integral part of the Roca brand. The Company prides itself on its continued investment in this area through its main innovation platforms: **Roca Galleries & The Roca Design Center**, with the collaboration of highly prestigious architects and designers in the development of our products. Some of the most outstanding partnerships we have built over the years have been with the visionary **Zaha Hadid, Herzog and Demeuron, Rafael Moneo**, and **David Chipperfield**.

We are looking forward to creating a greater awareness of our brands and upcoming projects, as well as sharing more about our Company's culture with the attendees of our May 2017 event. **We are eager to continue celebrating with you** in the months to come.

New York event details:

When:

- Tuesday, **May 23rd**, from 6PM to 9PM

Where:

THE STANDARD, HIGH LINE.
High Line Room + Terrace
848 Washington Street at West 13th Street.

What to expect?

- One-time-only Armani / ROCA Exhibition
- Drinks and Hors d'oeuvres will be served.
- Networking with architects, interior designers, and industry professionals
- Social & Gift Booths and many other surprises.

For **RSVP** contact: us.marketing@us.roca.com

Join us to celebrate our 100 year legacy!

The ROCA USA Team