



## *in.pool design*

“Conventional swimming pool design rules are there to be broken” comments Tony Line, founder and MD of London Swimming Pool Company, a leading pool design and construction company in the capital. “It’s the only way to stay at the forefront of development in this industry and enjoy each new project. Creativity and innovation are the dynamic elements necessary to meet the challenging requirements of discerning clients, since delivering top quality is no longer enough.” This philosophy is probably key to the firm’s success over the last 30 years resulting in 40 design awards.

Examples of such creative design ideas can include eliminating standard air grilles and

surface pool water skimmers by creating simple vertical and horizontal linear slots in wall and floor stonework and pool surround for air distribution and surface water flow making these components near invisible and integrating into the overall design.

A pool, and perhaps also a spa, sauna and steam room offering the complete wellness and leisure area is now the norm for specifications of large and upmarket properties and for such a space to add value to a property it should be treated with all the care of an investment. Tony Line continues: “Our clients expect not just luxury, comfort and minimal maintenance of their pool and spa but also beauty, mood and something different. Therefore most of our projects are complex and require an architect at concept stage and subsequently a synergy of skills

by a mix of professionals including interior designers.”

Some of the firm’s latest projects include an indoor-outdoor pool in Jersey – a single pool which is separated by a moving exterior wall, a basement pool in Kensington requiring a 20 metre deep excavation and two plunge pools next to each other – one warm and one cold – in a garden in Notting Hill.

Director Jamie Smith will be available on SPATA stand number 928, Grand Gardens section, Grand Designs on 6th/7th May to discuss your projects.

0208 874 0414  
[www.londonswimmingpools.com](http://www.londonswimmingpools.com)