

News Release
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Local company scoops the pool at Annual Industry Awards

Mediterranean Pools A.C.T., has been honoured with the highest accolade – a never before awarded Platinum Award – for an innovative swimming pool constructed in Canberra. This is the first time in the Awards' 30 year history that such a prestigious accolade has been awarded. The awards, which were held on Saturday 24 June, are a means of recognising excellence within the pool and spa industry.

"Usually the 'big guns', the larger Sydney based pool construction companies, dominate these awards. Therefore we were ecstatic to receive such recognition, which confirms Mediterranean Pools at the forefront of pool construction, not only in the A.C.T., but Australia-wide," says Matthew Butt, Mediterranean's Design and Sales Manager.

After assessing 274 entries, the three independent judges, (Mr. David Lawrence – National Business Development Manager for Archicentre, Ms. Rose Marie Hillier – Design Editor of *House and Garden Magazine*, and Mr. Ted Brincat – a respected Building & Construction Mediator) concluded that one particular pool was worthy of a higher accolade than the already prestigious Gold Award. They created a new 'Platinum' award, to specifically reward Mediterranean Pools for the outstanding design, construction and presentation of the Canberra project.

The judging criteria for the awards include innovation in design, degree of difficulty, artistic design, and quality of workmanship. The Platinum Award was presented due to the exceptional quality, concept and innovative approach taken by the builder. At just 15 metres long, 2.4 metres wide, and 1.5 metres deep, the pool was constructed on the first floor of the house, has a sheer waterfall from the ceiling, and the '*piece de resistance*', four windows built into the side of the pool, allowing viewing of the pool from below whilst in the dining room and entry hall of the home.

David Lawrence, head judge for this year's awards said, "There were several pools in the Gold Award category this year, but this particular project by Mediterranean Pools A.C.T., was beyond this level. An outstanding example of workmanship, the pool and house designs were seamlessly integrated, creating an unprecedented level of architectural expression."

In addition to the Platinum Award, Mediterranean Pools also received an unprecedented number of awards for other projects this year – 13 in total, including 9 Gold, 2 Silver, and 1 Bronze.

About Mediterranean Pools A.C.T.

Mediterranean Pools is a family business, established in Shepparton, Victoria over 30 years ago, by Alvaro Guseli and his sons Don, Guido and Peter. Guido moved to the NSW South Coast 17 years ago, and started his own branch of Mediterranean Pools. Guido's son, Riccardo Guseli has done the same, building pools in the A.C.T. for the past eight years. Riccardo's son, Valentino, now 18 months old, looks set to be the fourth generation pool builder in the family, having taken a natural hold of a trowel and understanding its use, at the age of 11 months.

According to designer Matthew Butt, Mediterranean Pools' winning formula is to involve themselves with the project early in the house-building phase. "Our pools fall outside the realm of just constructing a swimming pool. We spend time with the architect, engineer, house builder and homeowner so that the design of the pool is integrated into the house and landscape," says Mr. Butt.

Because of the cooler climates of both the Canberra and South Coast, Mediterranean Pools build structures that are more than merely swimming pools. By incorporating it with a winter-friendly outdoor entertainment area, and building in a lighting and waterfall element, it turns the pool into a water feature that can be enjoyed 24-7.

Mediterranean Pools take great pride and care in designing the out-of-sight elements of a pool. For example, the platinum-winning pool, which is on the first floor, sits on silicon bearings so that noise from the pool doesn't transfer into the house. For more information on Mediterranean Pools, visit www.medpools.com.au

All SPASA award-winning pools can be seen in the 2006/2007 SPASA magazine Choosing Your Pool & Spa, which was launched on the awards' night. The magazine also features invaluable information about pools and spas. For a free copy, visit www.spasa.org.au or phone toll free on 1800 802 482.

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