

THE CHICAGO HOME REDEFINED™

LUXE

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PLATINUM POOLCARE AQUATECH, LTD.

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POOL BUILDER



James Atlas, Co-Principal
Terry Smith, Co-Principal

YEAR ESTABLISHED	1988	AFFILIATIONS	APSP, CAI, BBB
OFFICE LOCATION	WHEELING, IL		

Platinum Poolcare Aquatech hasn't earned a single award; it's won dozens—and deservedly so. Having won gold, silver and bronze APSP awards on numerous occasions, as well as gold, silver, bronze and merit Aquatech International Design awards, the company has demonstrated unsurpassed leadership and innovation, time and time again. "All of the awards are special in their own way, and I have a great deal of respect for the associations and peers that decide on the awards. That said, they really don't mean a great deal to me personally," says James Atlas, who along with his partner, Terry Smith, manage Platinum Poolcare Aquatech, which has served the greater Wheeling area for more than 20 years. "I am mostly proud of the organization that Terry and I have been able to build and grow. The awards are a reflection of our wonderful staff and their ability to carry out our vision." The company's vision, however, doesn't embody a set standard of design ideals. "Our key influences are established by our clients, irrespective of what our biases and opinions are," says Atlas, pointing out his client-inspired focus and customer-specific philosophy, which applies to every project his firm creates. "We are careful to ensure that to the extent possible, the client will be the designer of the poolscape. Let Platinum Poolcare Aquatech put the exclamation point on your home. That's what we do best!"

Q+A

WHAT INSPIRED YOU TO STUDY POOL BUILDING?

My father was in the pool business when I was born. I was initially inspired to enter the business from him, but have picked up various influences from my surroundings, including the industry, magazines, my peers and my partner, Terry.

WHO HAS MOST INFLUENCED YOUR WORK?

My partner, Terry, has instilled the attention to detail and the philosophy of "quality above all else" in me. With that said, my father instilled in me the core principles necessary to be a good business person—including the knowledge of finance, construction, hydraulics and estimating. Terry has refined and augmented all of these for me.

WHAT ARE THE MAIN DETERMINANTS IN YOUR DESIGN PROCESS?

The clients' tastes, desires and needs.

WHAT IS YOUR FAVORITE ICONIC MASTERPIECE?

The vanishing-edge/negative-edge/infinity-edge development, which is popularly attributed to Skip Phillips, is the single-most significant aesthetic innovation in the residential swimming pool industry in my lifetime—if not history.



Photo by Linda Oyama Bryan

LOCATION: North Shore, IL

FEATURES: This pool was only three years old when new owners decided to completely replace it. The poolscape features a raised spa, auto cover, fiber-optic laminar flow fountain features, and Turkish marble travertine decking and coping.



Photo by Linda Oyama Bryan

LOCATION: North Shore, IL

FEATURES: This free-form pool incorporates all the recreational elements of a tropical resort. A cascading waterfall, sun shelf, raised spa with a spillover water feature, zooming slide, and ample deck area mimic the family's vacation destination right in their own backyard.

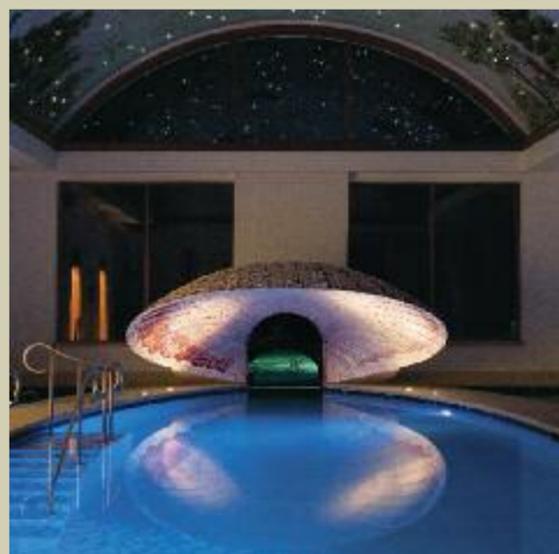


Photo by Linda Oyama Bryan

LOCATION: Northwest Suburbs, IL

FEATURES: The inspiration for the project was a pewter ashtray; the result is simply spectacular. Featuring indoor and outdoor swimming areas connected by a closeable swim-out door, the pool also includes fiber-optic star lighting on the ceiling, among other noteworthy features.



Photo by Linda Oyama Bryan

LOCATION: Chicago, IL

FEATURES: This dramatic poolscape is crowned with an elevated spa that includes a raised bond beam and water feature, all capped in custom Indiana Limestone coping. Elegant rock fascia lines the waterfall face, the spa and the beam.



Photo by Linda Oyama Bryan

LOCATION: North Shore, IL

FEATURES: Built 30 feet below grade, this engineering wonder includes a highly sophisticated swim-resistance system. Collared by Valder's Wisconsin limestone coping, both the pool and the spa have their own automatic covers with individual custom vanishing lid systems; the deck is covered in custom water-resistant carpet.

SPECIAL ADVERTISING SECTION