

Designer: Skip Phillips, Questar Pools in conjunction with Robert Moric, Architect  
 Builder: Lorraine Brown, Superior Pool Builders  
 Photographer: Andrew Pielage Photography

# Vital Elements

## GENESIS

➔ **Water is the essential element** of a great backyard. Whether a homeowner chooses a swimming pool for family fun and fitness, a spa for relaxation, or simply wants to bring unparalleled beauty to his outdoor space, water is a medium of endless potential.

With so many options available, homeowners need true professionals to create backyard environments that will provide years of carefree recreation and pleasure. Fortunately, Genesis, the leading educator in the field of residential watershapes, brings expertise to its growing network of student builders, contractors, and landscape architects on whom homeowners can depend for quality construction and design.

Genesis educates, certifies, and connects watershape professionals through coursework, projects, examination, and continuing education. Genesis' expansive

curriculum is developed using strict guidelines maintained by the International Association for Continuing Education Training (IACET). Genesis recently merged with the National Swimming Pool Foundation, which every year trains 30,000 individuals globally through their Certified Pool Operator® (CPO®) certification. The combined organization is at the forefront of the industry as the leading educator in both public pools and residential construction.

Genesis' Society of Watershape Designers™ certification is the only accredited educational program specifically developed for those individuals in the swimming pool, watershapes, or water architectural fields seeking excellence. Society of Watershape Designers™ throughout the world are credited with the design and construction of the most conceptually creative, technically advanced, and structurally sound watershape structures in existence. These impressive structures



Builder/Designer: Drakeley Pool Company



Rick Chafey, Red Rock Pools & Spas  
Photographer: Michael Woodall Photography



Joan Roca, Imerzion Corp.




Mike Nantz, Elite Concepts, Inc.

collectively push the boundaries of creative expression using water as their media.

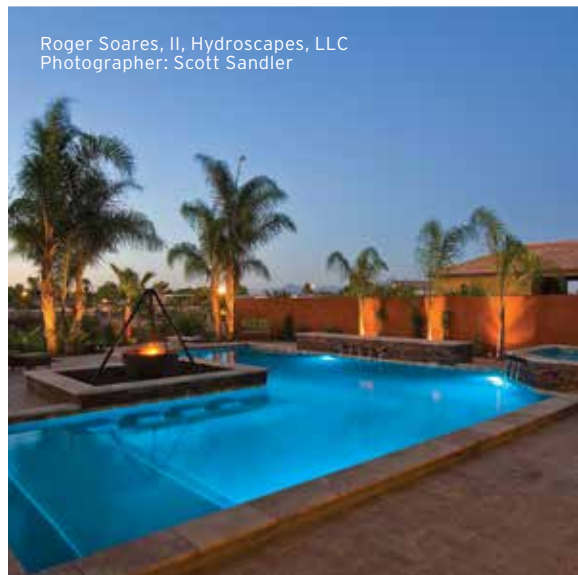
Those who achieve Society of Watershape Designer™ status have successfully completed 150 hours of Genesis education. In so doing, SWD Registered and SWD Master builders have acquired skills and knowledge encompassing color theory, the principles of design, multi-dimensional visual communication, the vocabulary of architectural design and history, and the principles of proper pool and watershape construction.

An elite group of 15 individuals have achieved Genesis' highest level of professionalism and certification within

the Society of Watershape Designers —SWD Masters. SWD Masters have proven their ability to create water environments that are not only reliably engineered and constructed, but expertly and beautifully designed, all to provide years of wonderful experiences for the homeowner seeking only the best. 

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