

Artistic Pools

Making a Splash

FOR FIFTY YEARS

by Charles Josey

You look across the glassy surface of a pristine swimming pool. Its far edge vanishes into space and leads your eyes to the mountains in the distance. Without asking, you know that such a remarkable creation must be the handiwork of Artistic Pools, Inc., the recipients of more international design awards than any other company in the Eastern United States. Artistic Pools is equally revered in Metro Atlanta and has its seventh consecutive Consumer Choice Award to prove it. Seven in a row is no small achievement in this, the largest business award program of its kind in North America.

For half a century, the designers at Atlanta-based Artistic Pools have taken what nature offered them and simply improved on it. Perhaps this is what gives their pools and integrated landscaping such individuality. Beauty, originality, appropriateness to the setting and to the owners' lifestyle; these are the hallmarks of their custom designs. "We use topography to our advantage," says President and Chief Operating Officer Ron Coker, Jr. "That's really the secret to our design success. And, we listen carefully to our clients' ideas and wishes."

Then they transform an ordinary backyard into an aquatic retreat that

brings endless hours of enjoyment and entertainment. Whether your tastes run from simple to sophisticated, a Mediterranean courtyard, mountain falls or formal gardens, the Cokers of Artistic Pools have the expertise to deliver an eye-pleasing site and sound sensation beyond your imagination. After all, three generations of experience go into the pools they build for north Georgia's corporate, professional, sports, entertainment and political leaders. Even Georgia's governor's mansion is on the long list of notable residences that feature a pool by Artistic Pools.

Ron Coker, Sr. specializes in commercial installations, such as country clubs and resorts. His son, Ron Jr., and three additional designers make residential creations their focus. "We pour a lot of pride and attention into the detail of our designs, always keeping in mind that a pool should be an extension of the owner's house," emphasizes Mr. Coker. "So, we marry the pool to the residence, making the two a single entity."

In fact, the result is usually much like a splendid outdoor room or series of rooms. Outdoor fireplaces, comfortable conversational areas and even kitchens turn pool areas into nearly year 'round living spaces, especially when pools are comfortably heated and attractively lighted.

Artistic Pools stays on the cutting edge of technology. Its people are always abreast of the latest advances in pool construction, water features, safety and comfort. For example, there are no cold or hot spots in the pools they create. Instead of the usual two or three water jets emptying into a pool, 25-to-30 small sources feed through the pool's bottom, evenly distributing heat in the cool months and year 'round reducing the volume of chemicals traditionally used.

When asked why such a system requires fewer chemicals, Mr. Coker offered this analogy: "Think about putting sugar in coffee. If you don't bother to stir your cup, you need a lot to sweeten it. So, we install a superior



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distribution system, which assures even distribution and saves on chemicals.” He further explained that, while an installation of this type may initially cost more, over time the accumulative savings generated can be substantial.

During this golden anniversary year of Artistic Pools, the staff can look back with satisfaction on fifty years of unrivaled accomplishments and delighted clients. With Atlanta as their base, the company serves clients from Columbus and Macon northward throughout the top half of the state, making Artistic Pools Georgia’s premier provider of custom designed luxury pools and poolsapes.

Perhaps one reason the company is so well known is the frequency with which its creations are selected to appear in deluxe books for those who appreciate the artistry of custom designed pools, spas and patios. The company’s ability

to enhance their clients’ lifestyles is found in works such as *Master Built Pools and Patios: an Inspiring Portfolio of Design Ideas*, and *Pools and Spas, New Designs for Gracious Living*. The most recent addition to a growing list is *Pools, Spas, and Fabulous Outdoor Living Spaces*. And it’s no rarity to see the handiwork of Artistic Pools in the leading design magazines aimed at homeowners and at the pool industry. Custom swimming pools designed and built by Artistic Pools have also been featured on HGTV, the Home and Garden Television Network. Furthermore, the company is a founding member of

the Master Pools Guild, the international guild to which members are selectively recruited. Certainly Artistic Pools and its creations are no well-kept secret and a second fifty years of growth, prestige and customer satisfaction is ahead.

