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For immediate release

## Luxury Swimming Pools get the Natural Look

**Creating the perfect luxury outdoor swimming pool requires careful consideration of the surrounding environment with more high-end property owners leaning towards the natural look, according to Jack Harding, Director of luxury swimming pool company, Guncast.**

“The finest outdoor swimming pools are designed to complement and enhance the surrounding landscape” explains Jack Harding, Director of Guncast Swimming Pools. “The current trend seems to be the natural look, which we achieve through close collaboration with Architects and the Landscape Architects who may be working on a specific property.”

Luxury outdoor swimming pools are becoming less fussy, according to Jack, as the trend leans toward long and sleek pools, natural stone finishes and natural colours. Dark green tiles are becoming more popular as a contrast against the natural surround and garden environment, to create a highly reflective, yet subtle and elegant, feature.

Anthony Paul of the renowned Anthony Paul Landscape Design has worked with Guncast Swimming Pools on several landscaping projects. “When designing an outdoor space, it must incorporate function and aesthetics” he explains. “It is fundamental to integrate the outdoor swimming pool into the landscape design, particularly if the desire is to achieve a natural and subtle pool that complements its own environment and makes a statement”.

Additional features such as a reflective rill, or an infinity edged pool can help to blend the pool into the landscape design. Previously ‘special features’ may have been selected to add a hint of flamboyance, but in order to achieve the natural look, they can be utilised to blend the pool into its surroundings, bringing balance and harmony to the garden environment.

Two recent projects that Guncast Swimming Pools and Anthony Paul Landscape Designs have worked on together demonstrate the current trend for long, elegant swimming pools with natural stone surrounds and dark coloured pool tiles.

Guncast Swimming Pools takes its name from the Gunite method of construction, a superior technique using sprayed concrete to create a single shell. It is recognised as one of the best ways to build a swimming pool and, with many years experience, Guncast is a market leader in the field.



## GUNCAST SWIMMING POOLS

To find out more about luxury outdoor swimming pools, please visit the new Guncast website at <http://www.guncast.com>.

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### Notes to Editors:

Guncast Swimming Pools ([www.guncast.com](http://www.guncast.com)) is a family-run business with a worldwide reputation for quality design and construction of luxury swimming pools.

The company name is reference to many years of experience, using the Gunite method of construction. Gunite is a superior technique that uses sprayed concrete to create a single cast shell, and is recognised in the industry as one of the best ways to build a swimming pool.

Originally launched in the 1970s by Bruce Harding, Guncast is now run by the founder's son, Jack Harding, from the company's head office in West Sussex.

Guncast has a sister company, the Oxford Pool Building Company, in Oxford.

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