

FOR IMMEDIATE RELEASE

PSP/Deck Expo opens its Million Dollar Pool Design Challenge

Five finalists, including one young professional, will be selected to receive a trip to PSP/Deck Expo 2022 and vie for a first-time ever \$10,000 prize, provided by Riverflow Pumps by Current Systems. The finalists will present their design solutions to their peers during an on-floor education session.



Las Vegas, Nevada (June 7, 2022) – The International Pool | Spa | Patio Expo, co-located with Deck Expo (PSP/Deck Expo) has opened submissions for its design competition. The Million Dollar Pool Design Challenge offers pool designers the opportunity to create a mock outdoor living area, with a minimum \$1 million budget. For the first time, designers can win a top prize of \$10,000 thanks to Lead Sponsor, Riverflow Pumps by Current Systems.

LEAD SPONSOR



Reid Schindler and Mike Farley, both with a degree in landscape architecture and a combined background of over 50 years of award-winning pool design experience, are teaming up with PSP/Deck Expo for the fourth time to discover the industry's top designers.

The design competition is now accepting submissions, at: <https://www.themilliondollarpoolchallenge.com>. The deadline to submit is September 18. Five finalists, including a young professional (under 30 years of age), will be named in early fall.

The finalists will each receive a complimentary Super Pass, travel stipend and two-night stay in Las Vegas and will participate in the Million Dollar Pool Finalist session within the conference program, where they will each present their designs. Live voting during the session will determine the winner of the challenge, who will be named at the conclusion of the session.

“Get ready to make your mark on the pool design industry,” said Farley. “We're looking for bold ideas that exemplify a designer’s creativity, along with a viable plan to create their pool vision.”

PSP/Deck Expo takes place November 15–17, 2022, at the Las Vegas Convention Center in Nevada. Pre-show education occurs November 12–14, with the main conference education and expo hall happening November 15–17.

The Million Dollar Pool Design Challenge for 2022 has a scenario of:

Background

The clients are two lawyers - a husband and wife - who live in Chicago, Illinois. They are seeking a nice setting for their home, which has a lower terrace area, front approach, and rooftop terrace. Their goals for the space are health, wellness, and self-care. The space will be used seasonally; as a Chicago-based project, the designer should consider wind, sun direction, and shade. The couple will entertain six to 12 guests maximum.

Aesthetics and View

- Keep the view open, if possible, but the clients also want privacy
- Preferred to have natural elements, but they love structured design

Elements to Include

- The use of a Riverflow Pumps by Current Systems application (lazy river, swim current system, or whitewater current)
- A fire element to gather around
- Cool lighting
- A real or synthetic lawn space
- The use of Ledge Lounger furniture
- A hot tub and cold plunge are needed, possibly a sauna
- An outdoor kitchen

“This is a great opportunity for designers at every level to get the recognition that they deserve,” said Schindler. “We’re looking for designers that can combine the perfect amount of form and function while keeping the homeowners’ wants and needs in the forefront of their design.”

Riverflow Pumps by Current Systems is the lead sponsor of the Million Dollar Pool Design Challenge.

“Designing with Riverflow Pumps by Current Systems unlocks many facets,” said Phil de Tournillon, Vice President, Riverflow Pumps by Current Systems. “From exercise with swim current to fun and adventure with lazy river current or whitewater current while having a small design footprint.”

Additional sponsors are Ledge Lounger, EstimCad, *Pool Magazine*, and the PHTA WAVE Young Professionals Network.

The winning designers will take home a cash prize of:

- 1st Place – \$10,000 (Sponsored by Riverflow Pumps by Current Systems)
- 2nd Place – \$3,000
- 3rd Place – \$1,250
- 4th Place – \$750
- 5th Place – \$500

One of the five spots is guaranteed to a young professional (Age 29 or below at time of submission), whose trip to PSP/Deck Expo will be sponsored by PHTA WAVE Young Professionals Network.

PSP/Deck Expo brings together builders, service techs, retailers and distributors. Thousands of members from the pool, spa, patio, decking and outdoor living community attend PSP/Deck Expo to engage with the latest products and services and to network. These interactions come in the form of new and existing connections, education sessions, demonstrations and more.

PSP/Deck Expo actively collaborates across the entire pool, spa, backyard, and decking industries to provide participants the most comprehensive array of networking, education, and technology available. The Pool & Hot Tub Alliance (PHTA) is the official Show Sponsor, GENESIS® is the official Show Endorser, Pool and Spa News (PSN) is the official Show Publication, and the North American Decking and Railing Association (NADRA) is the Deck Expo Show Sponsor.

For more information, visit <https://www.themilliondollarpoolchallenge.com>, and to directly submit, visit <https://forms.gle/wxBqBJbKjGpGDb239>.

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About the International Pool | Spa | Patio Expo™, co-located with Deck Expo

The International Pool | Spa | Patio Expo™, co-located with Deck Expo is where all segments of the industry (pool, spa, patio, decking, and outdoor living) gather to stay well-informed of the trends, market directions, and technology. The event offers industry professionals a large selection of educational sessions, an expo hall, and various networking opportunities. The event partners with The Pool & Hot Tub Alliance (PHTA) as the official Show Sponsor, GENESIS® as the official Show Endorser, Pool and Spa News (PSN) as the official Show Publication, and the North American Deck & Railing Association (NADRA) as the official Show Sponsor of Deck Expo. The event is owned and produced by Informa Markets. www.poolspapatio.com

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