

DESIGN, ENGINEERING, CONSTRUCTION

# WATER SHAPES

The Definitive Resource for Professionals and Consumers  
Who Make Water and Outdoor Living Part of Their Lives

March 25, 2021  
[watershapes.com](http://watershapes.com)

## WELCOME BACK



## WaterShapes Returns

WaterShapes has been going through some big changes, some readily apparent, others are more behind the scenes. As Editor Eric Herman explains, after a set of much-needed technical and aesthetic upgrades, the publication is set to deliver the content readers have come to expect.

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## Investing in Potential

Hayward's CEO, Kevin Holleran, shares his thoughts on the company's recent IPO, the impact of the pandemic on the industry, and the future of both. While the past year has been a time of extreme challenges, he sees a path forward that is overflowing with potential from unprecedented demand for new construction and an enduringly strong aftermarket.

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## Mastering the Long View

This beautiful, ultra-contemporary southern California project featured a number of shapely features designed to harmonize with the home's architecture. For Kevin Cobabe, it was an opportunity to apply his skills as a design-facing builder who can handle complicated equipment sets as well as the fine artistic touches.

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## Corporate Engagement Teammates

Watershape University appreciates the support of the following industry leaders:



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