



Waterco Europe
Water Features

London, United Kingdom



Elevating urban water features at White City Living with Waterco Europe

Fountains Direct partners with Waterco Europe to deliver world-class water filtration for London's landmark development

Nestled in the heart of West London, White City Living is a transformative residential development by St James (part of the Berkeley Group), known for its blend of nature, design, and modern living. Within its landscaped gardens and public plazas lies a series of stunning water features—each playing a critical role in enhancing urban tranquillity. Behind the scenes, Waterco Europe's premium filtration systems ensure these fountains maintain impeccable water quality and hygiene.

WATERCO
water, the liquid of life

Waterco Limited (ASX:WAT) pioneers reliable solutions for healthy, safe water environments, which are used in residential, commercial and industrial applications in over 40 countries. Established in 1981, it has become a global brand recognised for designing and manufacturing filtration and sanitisation equipment for the aquatic, aquaculture, and water treatment sectors.

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The project, spearheaded by Fountains Direct, a long-standing partner of Waterco Europe, highlights how innovative water treatment technology is critical to the success of urban water displays.

“Public water features need more than just visual appeal—they need reliability, hygiene, and consistent performance. That’s why we trust Waterco’s systems across high-profile developments like White City,” says Tom Roberts, Managing Director at Fountains Direct.

Crystal-clear design integrity

Water features in public and communal areas are more than architectural statements—they serve as gathering points, wellness assets, and urban cooling systems. However, these roles bring increased scrutiny around water safety and cleanliness, particularly in residential and high-traffic spaces.

Waterco Europe’s filtration and pump solutions are designed to meet the highest standards of water hygiene, ensuring that features remain crystal clear and free from debris and contaminants, even in dense urban environments.

“We know that filtration is the backbone of every successful installation. Waterco provides solutions that are both robust and easy to maintain—ideal for the demands of city-based developments,” adds Roberts.

The installations: White City Living’s water features

The development includes three distinct plantrooms, each servicing unique installations, combining aesthetics with powerful hydraulic engineering. All are supported by Waterco’s advanced water filtration and circulation solutions, designed for long-term performance and exceptional water hygiene.

Plantroom 1: Magnolia and Azalea Gardens



Situated in a private residents’ courtyard, two water features share a communal filtration system powered by Waterco. The first, commissioned in 2020, features a tranquil pool lined with reed beds and a cascading step design. The second, added in March 2025, introduces twelve arching jets, bringing a playful, animated soundscape to the serene space.

- Equipment: 2 x SMDD900, EcoPure Glass Filter Media, 2 x MC16, 1 x Hydrostar 5.5HP Pump
- Water volume: 20m³

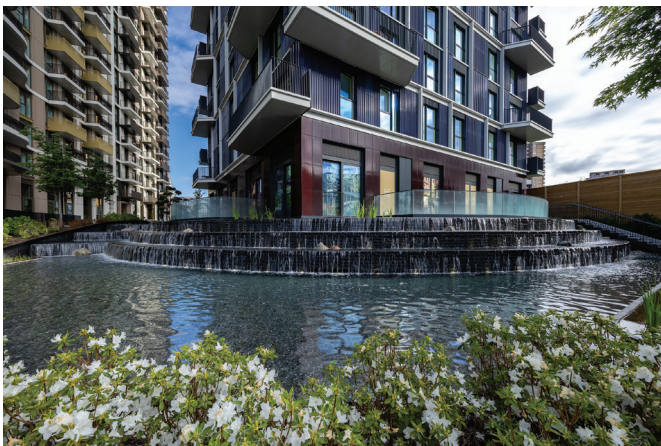
Plantroom 2: Exhibition Park and Kiralfy Square



- Equipment: 2 x SMDD750, EcoPure Glass Filter Media, 2 x SMDD900, 6 x Leaf Trapper
- Water volume: 20m³

These public installations combine performance and spectacle. The flooded pool of Exhibition Park hosts 20 aerated dancing jets with RGB lighting, originally unveiled in 2018. Kiralfy Square, completed by 2020, includes rills and a dry plaza with 20 interactive jets. With two separate water bodies, each filtered independently, this area is a testament to Waterco's modular filtration approach.

Plantroom 3: Water gardens around Cascade Towers



- Equipment: 4 x SM900, EcoPure Glass Filter Media, 8 x MC16, 8 x Bag Filters
- Water volume: 300m³

Completed in summer 2024 and slated for future expansion, the Cascade Towers' feature is the development's largest and most ambitious. A dramatic, multi-level water garden with sleek lines and ambient flows, it exemplifies long-term filtration planning. Waterco's scalable system will support over 300m³ of circulation upon full completion.

Trusted partnership. Proven performance.

This collaboration between Fountains Direct and Waterco Europe underscores the importance of strategic partnerships in delivering reliable and beautiful water environments. From design consultation to system commissioning, Waterco's team provided the engineering backbone for consistent, low-maintenance operation.

"At the end of the day, our clients expect excellence. Waterco delivers the technology and support that lets us meet that expectation, every single time," says Roberts.

Waterco Europe: Setting the standard for urban water filtration

As urban environments evolve, so too must the water features that enrich them. Through cutting-edge filtration, energy-efficient pumps, and a commitment to water hygiene, Waterco Europe is enabling architects, developers, and contractors to build with confidence.



Micron Side Mount Deep Bed Filters (SMDD)

Manufactured from high-grade, non-corrosive materials and employing the latest in proprietary winding technology, Waterco's Micron commercial range features continuous strands of fibreglass filament that create vessels to 4 bar as standard with refined consistency and superior quality. [Read more here.](#)



Micron Mount Side Sand Filters (SM)

Micron fibreglass filters embody the latest in fibreglass winding technology. The vessels consist of an inner shell of fibreglass reinforced polyester resin, wound over with fibreglass filament. Waterco's digitally controlled filament winding machine faultlessly winds continuous strands of high quality fibreglass filament under controlled tension to create a seamless one-piece vessel. [Read more here.](#)



EcoPure Glass Filter Media

Made from 100% recycled household glass, this eco-friendly filter media from Waterco offers a smarter alternative to traditional sand. It provides finer filtration, resists bio-fouling, and reduces the need for chemicals and backwashing. Free from crystalline silica and heavy metals, its high purity supports quicker system startups and long-term performance. Thanks to a specialised heat-treatment process, it also lasts longer — making it a sustainable, cost-effective solution for pools and spas. [Read more here.](#)



Hydrostar MK4

The Hydrostar pump is purpose-built for large-scale water features and commercial applications, making it ideal for mixed use urban developments. Engineered with a high-capacity 6-litre strainer basket, innovative quarter-turn lid, and 90mm quick-connect unions, it offers easy maintenance and robust performance. Its internal volute design enhances hydraulic efficiency, while secondary seal motor protection ensures long-term reliability. [Read more here.](#)



MultiCyclone MC16

Waterco's award-winning MultiCyclone pre-filtration system is perfectly suited for high-traffic, public installations where efficiency and low maintenance are key. Using centrifugal filtration, it removes sediment before it reaches the main filter—reducing workload and extending system life. With no moving parts and no filter media to clean or replace, it delivers reliable performance with minimal upkeep. [Read more here.](#)



Trimline Leaf Trapper

Waterco's Trimline Leaf Trapper is designed to protect commercial pump systems in large-scale water features like those at White City Living. Its high-capacity basket efficiently captures debris before it reaches the pump, reducing maintenance and preventing costly equipment damage. Built for durability and easy access, it ensures smooth operation even in heavily landscaped or high-leaf-fall environments. [Read more here.](#)



To learn more about Waterco's commercial water treatment solutions and read more case studies featuring Fountains Direct installations, visit www.waterco.eu

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