

# The ART of HYDROLOGY

Water rediscovered, one faucet at a time.

BY **BILL McLEAN** PHOTOGRAPHY BY **JIM PRISCHING**

A team of doctors from Brazil—a husband-wife team, actually—flew to Chicago for a medical conference in 2007. Shortly after arriving, while driving near the Merchandise Mart, they noticed Hydrology, the destination for high fashion, state-of-the-art bath and kitchen furnishings.

Their jaws came close to hitting the car's floor mats.

They had to stop.

They then entered Hydrology's extraordinary 6,000 square-foot showroom.

"They never made it to the convention," recalls David Kotowsky, who co-owns Hydrology with his older brother, Michael. "They got caught up with all of our unique and fashionable designs, as well as the Hydrology experience—they were building their dream home in Brazil."

Hydrology's passion and beautiful products, along with a showroom experience like nowhere else, does not just attract homeowners (or visiting doctors from Brazil). Hydrology's collections are coveted by private clients, architects and designers, and commercial developers. The company's deeply knowledgeable, well-trained team of 25 has sold and managed projects throughout the country and around the world, including many luxury hotels and elite private residences.

"We have a passion for fine design, and our collection is pure, original and authentic. But it takes more than having passion and a good eye to succeed in this very technical industry. Our superior customer service and technical support teams are uniquely able to support our clients' projects every step of the way, from concept through completion and well beyond."

The Kotowsky brothers started in the plumbing supply business establishing The Advantage Plumbing Group in 1992. What triggered the siblings to establish Hydrology was a need—a glaring need.

"Nobody was doing it right," David says. "Everybody was offering a hodgepodge of products. Quality and design were being compromised," he adds. "Our clients don't settle for ordinary or average. They are making a long-term investment. Quality matters. Design matters. Our clients want pure, original, and authentic designs and service that will last a lifetime. We stand behind our products with our exclusive Lifetime Advantage™ warranty."

Hydrology travels all over the world discovering the latest designs and finest manufactures. The company has collaborated with the German manufacturer Dornbracht to build an otherworldly shower experience, and it partnered with the Italian firm Fantini on the very successful Milano H shower collection. In 2014, Hydrology will roll out a



David Kotowsky

new industrial-look faucet collection developed with a well-known Chicago designer.

Hydrology also creates its own exclusive line of products. "Due to the recent economic downturn, most well known mass-market brands have significantly reduced their quality and design in order to offer low-priced products. These products do not meet our strict quality and design standards. This is why, with our expertise and resources, we have created and designed the Hydrology Collection of bath, wellness and kitchen products." Hydrology will launch, in February, *pur-steel™*, a stainless steel line of striking kitchen sinks. It also sets itself apart in the industry with its Pool Collection, a state-of-the-art, hygienic, therapeutic bath line.

Hydrology's Contract M™—a collection of affordable luxury plumbing fixtures—earned raves from its hospital-ity market. The collection has been so well received that they made it available to their private clients as well.

Kotowsky has found his profession to be a rewarding one, beginning with Hydrology's ability to offer exclusive, fashionable lines—or "cool products," as David succinctly describes—for oft-used spaces.

But nothing tops the look of an overjoyed client after the completion of a Hydrology project.

"Exceeding their expectations is as rewarding as it gets," David says. Clients come to us with their needs and desires. We have the resources and expertise to help them realize their vision."

"Along the way," he adds, "solutions usually have to be created; we do that." ■

*Hydrology is located at 435 N. LaSalle Street in Chicago (one block northeast of the Merchandise Mart), 312-832-9000.*