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World of Fireplaces trade fair,
17–19 April 2023, Leipzig, Germany

Visit Focus at **stand C20**

Focus, iconic designer of premium fireplaces and winner of an unparalleled **four German Design Awards**, is bringing nine of its peerless models to the first World of Fireplaces trade fair in Leipzig, Germany.

Visitors can experience Focus's latest innovative fireplaces at its distinctive stand that puts originality and style in the spotlight, including a preview of **two exceptional new models**:

- The **gas Ergofocus**, a suspended gas fireplace with a pivoting hearth: a world first
- The **electric Bathyscafocus Holographik**[®] equipped with the option of radiant heating by Cinier

Focus will also be putting its technical expertise on display, with the Ergofocus now available in four different versions: **wood-burning (indoor and outdoor), gas and electric (Holographik**[®]**).**

Last but not least, it will be showcasing its four German Design Award-winning models: **the Gyrofocus (Gold 2023), the Bubble (Gold 2022), the Boafocus (Gold 2019) and the Slimfocus (Gold 2017).**





ERGOFOCUS GAS ©DOMINIQUE IMBERT

NEW MODEL: ERGOFOCUS (GAS)

Fuel: Natural gas, propane

Focus launched the gas Gyrofocus in 2020, turning this iconic design into the world's first suspended gas fireplace – a feat made possible by unique patented technology.

Today, Focus has achieved the same technological tour de force with the **gas version of the Ergofocus**. By bringing the gas via the ceiling plate through an airtight pipe into the hearth, while maintaining a pivoting of the fireplace at 100°, Focus achieves a real technological innovation.

All Focus gas fireplaces also have the capacity to burn biogas.



BATHYSCAFOCUS HOLOGRAPHIK ©DOMINIQUE IMBERT

NEW: BATHYSCAFOCUS HOLOGRAPHIK with optional RADIANT HEATING by Cinier

Power: Electric.

Appliance with a 600 W heating option

Focus offers a new sensory experience with the Holographik, which allows the ambience of a fire in interiors that rule out a flue outlet or gas supply or where a wood or gas fire poses safety concerns, such as boutiques, restaurants, hotel rooms, company reception areas, or any spaces where a traditional fireplace is not possible.

This premium electric fire is now available with a new radiant heating option developed in partnership with the renowned French manufacturer of high-end contemporary radiators and lighting, Cinier. The heating element is integrated in the flue and can be switched on with the touch of a button at the back of the flue to diffuse the radiant heat.



BATHYSCAFOCUS HOLOGRAPHIK ©DOMINIQUE IMBERT

ONE DESIGN, DIFFERENT FUELS!

Focus demonstrates its R&D expertise with its iconic Ergofocus now available in four different versions:

- Open wood-burning Ergofocus for outdoor use
- Closed (glazed) wood-burning Ergofocus for indoor use
- The new gas Ergofocus
- The electric Ergofocus Holographik®

The timeless design of the Ergofocus, first created in 1983, earned it exhibition at the Museum of Modern Art in Stockholm. Now celebrating its 40th anniversary, today it is available in four different versions to suit every need and setting.

For over a decade, Focus has been pursuing its strategy of diversifying the fuels its fireplaces can use. Each fireplace requires an average of two years of R&D to convert it to a new fuel type. The result: Focus's unequalled design is now available in a wide range of options.



ERGOFOCUS GAS ©DOMINIQUE IMBERT



ERGOFOCUS GLAZED ©DOMINIQUE IMBERT



ERGOFOCUS OUTDOOR ©DOMINIQUE IMBERT



ERGOFOCUS HOLOGRAPHIK® ©DOMINIQUE IMBERT

GERMAN DESIGN AWARD WINNERS

GOLD GERMAN DESIGN AWARD 2023: THE NEW CLOSED WOOD-BURNING GYROFOCUS

- First created in 1968, the open wood-burning Gyrofocus risked being made obsolete by the new European Ecodesign regulation that came into force in 2022. After two years of intensive R&D, at the end of 2021 Focus launched a closed version of the iconic fireplace, whose glazed hearth is Ecodesign compliant. With a heat efficiency rating of 81%, it meets among the most demanding environmental standards in the world.
- The original iconic design of the Gyrofocus is untouched in the glazed version: its pure lines belie the technological complexity of the R&D necessary for the conversion. This was not just a question of simply closing the hearth with a glass panel, but of converting a simple open fireplace composed of about 15 parts into a complex fireplace with 150 parts assembled to the nearest millimetre. Moreover, the organic shapes typical of Focus design were not originally intended for the energy performance required today. This technological tour de force shows the company's exceptional capacity for innovation, and the patented technology is now being applied to other Focus models such as the Domofocus and Ergofocus.
- As soon as it was launched, the glazed Gyrofocus won an Archiproducts Design Award (Gold 2022) with a Special Mention for Sustainability. This year, it was honoured with a prestigious German Design Award (Gold 2023), joining the Slimfocus (Gold 2017), the Boafocus (Gold 2019) and the Bubble® (Gold 2022).



GYROFOCUS GLAZED ©DOMINIQUE IMBERT



SLIMFOCUS ©DOMINIQUE IMBERT

GOLD GERMAN DESIGN AWARD 2017: THE WOOD-BURNING SLIMFOCUS WITH A BALANCED FLUE

- The streamlined Slimfocus is a revolutionary fireplace whose simple, pure lines conceal advanced technology. With a flue diameter of only 324 mm, it is the first wood-burning fireplace in the world to draw its combustion air through the flue, making it independent of the ambient air in the room. Its triple-walled flue is airtight, making it suitable for installation in low-energy and passive houses. The suspended hearth pivots, just as it does in the original model.
- The first Slimfocus was created in 2015 and was an immediate success. Its refined elegance, compact size and exceptional performance make it a perfect addition to virtually any interior space.

GOLD GERMAN DESIGN AWARD 2019: THE GAS BOAFOCUS

- “‘Draw me a fireplace ...’ In Antoine de Saint Exupéry’s The Little Prince, the narrator draws a snake that has swallowed an elephant. This image struck me when I was a child, and I always wanted to design a fireplace based on it,” explains Dominique Imbert, founder of Focus.
- Beyond its genesis, the Boafocus, born as a gas model, was a major challenge during its conception. The compact hearth consists of 130 parts, and the flue had to be restricted to accommodate this. The clean design, with no visible screws, increased the complexity.



BOAFOCUS ©DOMINIQUE IMBERT

GOLD GERMAN DESIGN AWARD 2022: THE BUBBLE®

- The latest addition to the Focus outdoor range, the Bubble® is a contemporary wood-burning firebowl that immediately won over the public and design professionals, earning a coveted German Design Award (Gold 2022).
- Measuring 70 cm in diameter, it is equipped with two rear caster wheels so it can be moved easily on a flat surface or turned against the wind to protect its flames. The basin can be removed for maintenance and cleaning. The quality of the steel and its anti-corrosion finish is designed to withstand all outdoor conditions and keep its eye-catching look over the seasons.



BUBBLE® ©CHRISTOPHE PLOYE

FOCUS, AN INTERNATIONAL DESIGN LEGEND

For over 50 years and across all continents, FOCUS has been shaking up design codes with its innovations. It was the first to move the fireplace from the wall to the centre of the room, making it the focal point of the interior.

FOCUS has nearly 150 employees spread over two sites with both feet planted firmly between the Cevennes and Provence in the south of France. Proud of its Made In France moniker, FOCUS has its head in the stars and its eyes firmly set on the international scene.

With its emblematic fireplace, the Gyrofocus, FOCUS has definitely entered into international design legend. FOCUS is more than fireplaces, it creates surprises, emotion, occasion. FOCUS creates the story.

FOCUS is readily available throughout the UK and Ireland.

To find out more: www.focus-fireplaces.com/history-going-back-50-years

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