



Press release
Viols-le-Fort, France, September 2017



Focus White!

Distinctive and stylish, Focus White!, the new range created by Focus, stands out. Clad in pristine white, these new models radiate regardless of whether a fire is burning, bringing a unique brightness to a space.

Focus announces its latest revolution in fireplace design: from autumn 2017, the iconic Gyrofocus will dress up in white to launch the new range Focus White! Other Focus classics, such as the Bathyscafocus, will also be offered with this fresh new look. Focus founder and

designer Dominique Imbert explains how this colour change gives the model such a different and pure appearance: 'The play of light and shadow reflecting off the white surface lends the metallic body an airy lightness, transforming it into a veritable sculpture of light. It has an undeniable Mediterranean charm,' adds this Mediterranean designer with a wink.

The striking effect is emphasised by the contrast between the snow white surface and the hearth's interior,

which for practical reasons remains black, a perfect backdrop to show off the blazing flames. In terms of maintenance, the white glossy surface of the fireplace is easy to keep clean. In case any retouching is necessary, a can of highly heat-resistant spray paint is supplied.



The new range of Focus fireplaces unites pure lines with the flawless elegance of white. Photo: Gyrofocus

End of press release

Press contact:

Ms Johanna Calligher - johannacalligher@gmail.com - Tel. +33 (0)9 83 64 96 46 / +33 (0)6 66 05 45 70
Ms Ira Imig - pr@focus-creation.com - Tel. +33 (0)6 20 49 44 39 - www.focus-creation.com



An intuitive augmented reality app

In the fields of interior design and architecture, augmented reality software has become indispensable in providing a realistic visualisation of a future project. Now the **Focus Création** app allows users to visualise in 3D a Focus fireplace directly in the setting of their choice. This innovative technology can aid both homeowners and designers in planning the look of a living space. The app automatically scales the selected fireplace and allows it to be viewed from any angle. This easy-to-use app is available free of charge from Google Play and Apple's App Store.



Once a model has been chosen, you can contact a Focus retailer to present your project and finalise your choice. A full technical study and quote can then be provided. (www.focus-fireplaces.com/where-to-buy)

For more information:

www.focus-fireplaces.com/visualise-focus-fireplace-your-interior

The app is available in English, French, German, Italian and Spanish.



About Focus: *It was in 1967 that sculptor Dominique Imbert created his first fireplace for his own personal use in his studio at the base of the Cévennes in the south of France. He then reproduced it for several enthusiastic viewers, and so began the history of Focus. Focus designs have been featured in such wide-ranging settings as stylish living rooms and some of the world's most prestigious design museums (for example, the Guggenheim Museum in New York and the Museum of Modern Art in Stockholm) and have been awarded numerous international distinctions. In recent years, exports from the 'Groupe Atelier Dominique Imbert' have exceeded 50% of Focus's trading activity, including to markets outside Europe, such as Japan, Australia, Russia and the Americas. A large number of Focus models come in either wood-burning or gas versions. Proving that it is possible to be both beautiful and intelligent, Focus's closed wood-burning models virtually all carry France's Flamme Verte environmental performance label (guaranteeing energy efficiency superior to 70%, with carbon monoxide emissions inferior to 0.3%).*

Visit our online press service (www.focus-fireplaces.com), where you can download our press releases as well as a selection of low- or high-resolution images from the image bank.

Contact details for your readers:

Focus Fireplaces
3, impasse Claque Patin
34380 Viols-le-Fort, France
www.focus-creation.com
Tel. +33 (0)4 67 55 01 93

Press contact:

Ms Johanna Calligher - johannacalligher@gmail.com - Tel. +33 (0)9 83 64 96 46 / +33 (0)6 66 05 45 70
Ms Ira Imig - pr@focus-creation.com - Tel. +33 (0)6 20 49 44 39 - www.focus-creation.com