



Embargoed until 1 May 2018

Focus, France's premier fireplace company marks its 50th anniversary A new design is launched to honour the occasion, marking this extraordinary journey.

Focus has come a long way since its founder Dominique Imbert created a fireplace design like no other: a dramatic forged steel hearth with an extended flue, that has become the trademark of the company. The story starts in the foothills of the Cevennes in the medieval fortress town of Viols Le Fort, where it still has its HQ today. The company has grown from one man beating metal to a growing workforce of nearly 100 in the South of France. Its reputation for its handcrafted fireplaces has gone global, with Focus being specified by some of the world's leading architects on projects ranging from houses to hotels.

The celebrations to mark the occasion of Focus' 50th anniversary have begun in earnest with the announcement that Focus is to launch the new Boafocus. This is another extraordinary piece of sculptural design created by Imbert to add to the Focus collection. At first glances the Boafocus is an elegant curvilinear design that belies its literary influences. Founder Dominique Imbert sheds light on the inspiration for his latest design "In Antoine de Saint Exupéry's wonderful book, the Little Prince, there is a drawing of a boa constrictor that swallowed an elephant. This image struck me a lot when I was a child and I always wanted to make it a stove...".

A subtle marriage of lines and curves makes up the new Boafocus model. This gas-tight, central or wall-mounted gas stove, whose feminine silhouette harmoniously occupies the space, offers a rounded view of the flames thanks to the double-walled hemispherical glass porthole. Its undeniable visual impact are added to by its exceptional performance.

The Boafocus is compatible with the RT2012 and its use (ignition, programming, regulation etc..) is done by remote control. The electronic mechanism of the burner as well as the gas supply are integrated in the foot. The system is battery operated, which allows use in case of power failure. This model is also compatible with low energy housing since it does not draw air from the room but from outside by its concentric duct (double wall).

- The burner can operate on natural gas or propane.
- Two finishing options: matte black (standard) or grey (option).

Award Winning

Focus has been the recipient of many international awards in recognition of innovation and design. Most recently Focus was awarded the prestigious **Iconic Award 2018**. This is awarded by the German Design Council and is an international competition for architects, designers & construction sector. Focus was **Winner of the Interior Innovation** category.

Augmented reality, an intuitive application

Focus is always ahead of the curve and with its Augmented reality app it offers customers the opportunity to visualise a Focus fireplace in their project. An essential planning tool for interior designers and architects as it allows for a realistic 3D visualisations. In addition, a specific program allows you to see the model of your choice from all angles, thanks to the automatic scaling option. Easy to use, the app is available on Google Play and App Store.

Once the model is chosen, it is possible to get in touch with a reseller to present his favourite project and finalise his choice for a technical study and a quote.
(See <http://www.focus-creation.com/sales-points>)

Practical information :

<http://www.focus-creation.com/>

App available in French, English, German, Italian, Spanish.

About Focus:

Marking an extraordinary journey

1968 marks the beginning of the Focus adventure. It was in 1967 that Dominique Imbert designed his first groundbreaking design, the Antéfocuz fireplace, created for his own personal use, from his sculpture studio located at the foot of the Cevennes in the South of France. However it was Dominique's that forever marked the history of the Focus brand and which decided its international fame is the iconic Gyrofocuz created in 1968. Since then, the Focus creations are found in private salons as well as in the design museums. more prestigious (New York, Stockholm, etc.) and have been awarded numerous international awards.

