



Press Release  
Viols-Le-Fort, March 2019



## Focus Expands Outdoor Range A new rust finish for Gyroscope is launched



Above: new outdoor Gyrofocus with rust finish

Natural colours and finishes have become increasingly popular especially for the outside. This rust finish is an elegant addition the range which now comprises of seven outdoor models. It creates a warm, ambient atmosphere wherever it is installed. The seven models available with rust Finish include: Gyrofocus (photo), Bathyscafoc, Domofocus, Emifocus, Ergofocus, Miofocus and Paxfocus.

### The Process

The fireplaces are treated with acid in the factory which kicks off the rusting process and which will allow it to rust naturally over time. On delivery, the rust is quite orange in colour but with time develops its own patina, which will become a unique feature.

The constitution of the raw steel is such that the iron oxide (rust) which forms naturally on its surface can present random colours and very difficult to control from orange to black. This rusty finish has the advantage over the standard Black painted finish, as it can withstand being located by coastal areas where there is a greater chance of corrosion.

### The inspiration

Steel, wood, leather, terracotta ... are, in some of their forms, evolving, malleable, living materials. This makes them aesthetically interesting unlike inert and amorphous materials. As such, rusted steel tends, over time, to darken to take the appearance of an old leather or a patinated bronze. It is then, according to Focus' creator, Dominique Imbert, when it is at its most authentic and resplendent.

**-Ends-**

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# focus

## Augmented reality, an intuitive application

It is especially essential now to have the ability to show a realistic idea of products in future project. It is a vital tool for planning and architecture to be able to see a 3d visualisation of the future chimney in its final location. This app facilitates the projection and the arrangement of the spaces. In addition, a specific program allows you to see the model of your choice from any angle, thanks to automatic scaling. 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 your favourite project and finalise your choice for a technical study and a quote. (Cf. <http://www.focus-creation.com/points-de-vente>)

### Practical information:

<http://www.focus-creation.com/visualisez-nos-cheminees-dans-votre-interieur>

App is available in a range of languages including English, French, Spanish and German

### About Focus:

*For 50 years, Focus has been meeting in the future! 1968 marks the beginning of the extraordinary Focus adventure. It was in 1967 that Dominique Imbert designed his first fireplace for his personal use, the model Antéfocus, in the heart of his sculpture studio located at the foot of the Cevennes. But the creation that forever marked the history of the brand Focus and which decided its international fame is the iconic Gyrofocus created in 1968. Since then, Focus creations are found in private salons as well as in design museums. more prestigious (New York, Stockholm, etc.) and have been awarded numerous international awards. .*

*The Atelier Dominique Imbert Group has been for 50 years:  
Headquartered in Viols-le-Fort, all models are made in Cavaillon, where 100 models have been created*

*The Atelier Dominique Imbert Group today consists of:  
A hundred employees, 60 models of wood, gas and outdoor are marketed, + 50% of export sales with reseller partners in some 50 countries*

*You will find an online press service on the website <http://www.focus-creation.com> which offers you press releases and images in low and high definition to download.*

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