

focus<sup>®</sup>

CREATE BEYOND CONVENTION





# Be humble.

Unless we discover the secret to  
immortality, humanity's biggest  
technological leap will remain our  
mastery of fire. Our civilization,  
our intelligence - including  
artificial intelligence - will always  
owe a debt to an original spark  
... a spark that has come very  
close to falling into oblivion.

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By taming fire, we lost sight of its  
sacred nature. Fire became simply  
a way to provide heat, relegated  
to a corner of our daily lives.  
Once vibrant and indispensable,  
fires gradually became bland  
and predictable in their form.

## FOCUS brought fire back to life.

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FOCUS: Create beyond convention. An uncompromising focus on style: Seeing things through to the end. And the end is beauty. _____	6	Research & Development _____	21
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For more than 50 years, on every continent, FOCUS has been breaking with convention. FOCUS was the first to pull the fireplace away from the wall and put it at the centre of the living space - to make it the focus of attention. More than just fireplaces, FOCUS creates surprise. It creates emotion. It creates occasions. FOCUS creates history.

FOCUS has become a legend in international design. Its iconic fireplace, the GYROFOCUS, is taught in architecture schools, was elected La cosa più bella del mondo ('The world's most beautiful object') by Italians, and has been exhibited in the Guggenheim Museum in New York. The architect Norman Foster chose FOCUS to design a unique, personal fireplace for his private residence.

FOCUS has won innumerable awards and been showcased in design museums around the world. But ending up here was never its goal. Winning awards was never the goal.

FOCUS's world firsts are not behind it. Fire is going digital, virtual, shifting direction and igniting new trends. The rules are changing, but not the ones FOCUS has set for itself. Fire will always be subject to its creativity. In 2021, FOCUS asserts its pre-eminence in nonconformist design with, for the first time since it was founded, a bold tagline that perfectly expresses the spirit of the company: **Create beyond convention.**

A statement that reflects both its history and its vision. A manifesto that is an invitation to go beyond the formulaic.

- FOCUS will continue to surprise through:
- its capacity to imagine, design and develop ever-more innovative models
  - its industrial ingenuity in creating models that meet increasingly stringent standards without ever compromising on style
  - its anticipation of evolving trends demanding alternative fuels and new technology.

More than ever, FOCUS is  
a company that inspires  
and innovates.



An uncompromising focus on style:  
**Seeing things  
through to the end.  
And the end is beauty.**



For FOCUS, beauty is a shared ambition that resides in every aspect of the company. It is a collective state of mind, part of FOCUS's DNA. A company made up of unique personalities, dedicated to and united by passion for its products.

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First and foremost, it is the only company in the sector to make the combustion chamber conform to the shape of its fireplaces. Idealistic and obstinate, FOCUS pushes technology to surpass itself so style can take centre stage. Each model is unique, requiring many years of research and development before its launch.



Uncompromising from a model's conception to its installation, each step is scrutinized and reworked if the design does not meet its strict imperative for style. FOCUS cares as much about each detail as the whole, the invisible as much as the visible. Every component must be perfectly adjusted, each weld must blend into its context, all the complexity must be made invisible. From the shape to the colour to the play of flames, every detail bears witness to meticulous attention: to make fire beautiful.

FOCUS sees its ideas – and sometimes even its whims – through to the end, for the beauty of creativity and the technological challenge. This can involve developing models that require up to four years of research and development that results in only a few numbered and signed editions.

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**FOCUS is committed to delivering exceptional products, veritable collection pieces, that elicit an emotional response similar to a work of art: FOCUS's style leaves no one indifferent. Owning a FOCUS fireplace offers the promise of a story, beyond a stylish interior.**



# Collective creativity and innovation

**At FOCUS, there is no differentiation between artists and artisans. Creativity is not solely the reserve of artists. It is viscerally rooted in everyone at FOCUS, each of whom shares the overall ambition of beauty. This creativity is essential for meeting the technical challenges that arise from a priority on form and style, as well as those emerging from societal changes.**

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FOCUS has developed specific engineering to offer its fireplaces design freedom. This requires a unique expertise and state-of-the-art equipment. To increase efficiency and ensure its fireplaces meet the strictest standards, it is the only company equipped with a test bench identical to the one used for European certification.

Innovative, in 2014 FOCUS introduced the SLIMFOCUS, a technological exploit with its balanced flue and suspended, pivoting hearth. This sleek, ultra-streamlined fireplace meets the most rigorous European environmental standards, including the draconian Italian norms, which are considerably stricter than ecodesign guidelines. In 2016, FOCUS accelerated its ambitions with the launch of a new range of gas fires.

Disruptive, FOCUS dares to branch out in the fuel its fireplaces can use and in 2020 reinvented its iconic GYROFOCUS as a remote-controlled gas fire – receiving a patent for the world's first pivoting, suspended gas fireplace. Even more radically, FOCUS is inventing the fire of the future by stripping it to its purest essence, creating astonishingly realistic virtual flames through holography. Tomorrow, FOCUS will continue to surprise, with new concepts born of the creativity of its R&D teams.





# Exceptional production, **made by FOCUS**



The FOCUS production site in Cavaillon in Provence was originally a metal workshop created in 1892. It has a legacy of more than 100 years of experience in working with steel. Every FOCUS model is made here.

At the heart of one of the largest logistical hubs in southern Europe, the 22,000-m<sup>2</sup> site is where the most manual of activities converge with the most state-of-the-art technology to produce exceptional products. The site includes:

- 7,800 m<sup>2</sup> of workshops equipped with a range of multifunctional production equipment
- a CAD office equipped with powerful 2D and 3D software to design and develop objects with complex shapes from drawings or for computer-aided manufacturing
- 400 m<sup>2</sup> of office space.



In the workshops, artisans craft each model by hand. These experts in steel and welding use their experience to guide each movement with precision and mastery, perpetuating the site's historic craftsmanship.

**Every piece is cut, assembled, welded, sanded and finished with meticulous care and attention to detail, driven by a respect for doing the job right. A manufacturing expertise 'Made in France' that lends a human authenticity to every FOCUS fireplace and gives it its unique contours and tactility.**

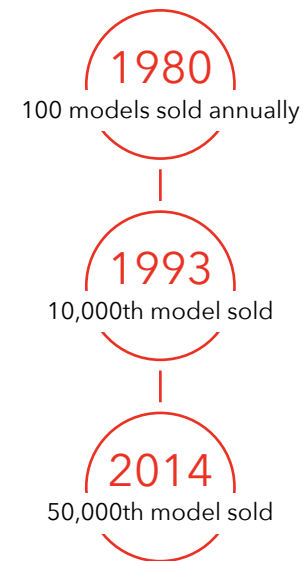


# French roots, **international reach**

FOCUS has 100 employees working across its two sites. With one foot in the Cévennes and the other in Provence, proud to be made in France, FOCUS has its sights on the stars and is open to the world.

FOCUS creations enchant all cultures, to an extent that leaves the company somewhat in awe that its whimsical creations are so sought after across the planet. The proof: in tribute to outstanding French industrial craftsmanship, over half of FOCUS products are exported:

- to Europe, led by Italy, whose passion for design is well known
- and further afield, to Australia, North America, Russia and, more recently, China.



**FOCUS exports to 80 countries on five continents, representing 60% of its turnover. A logistics platform at the FOCUS production site in Cavaillon employs 16 staff.**





# Prestigious projects



Architect: Snøhetta

FOCUS is a reference for the entire sector,  
from the most eminent design critics  
to customers, interior designers to architects.

Collaborations with the latter - including some of  
the most internationally renowned - have brought  
increasing attention to the company, with FOCUS  
fireplaces appearing in buildings by:

- Foster + Partners (UK)\*
- Fukuo Tamiwaki (Japan)
- Isay Weinfeld (Brazil)
- Snøhetta (Norway)
- Christoph Ingenhoven (Germany)
- Renzo Piano (Italy)
- Marcio Kogan (Brazil)
- Paola Navone (Italy)
- Bjarke Ingels (Denmark)
- Theis + Khan (UK)
- Loyn + Co (UK)
- Chris Dyson Architects (UK)
- Finkernagel Ross (UK)

and many others...

Through their sensibility, intuition and talent, from the  
beginning artists like these have seen the potential of these  
collector's items. In turn they have adopted and challenged  
the company, merging its design with their vision and  
continuously raising the bar to reach new artistic heights.



## \* FOSTER + PARTNERS

In 2000, the architecture firm Foster + Partners  
commissioned FOCUS to design a fireplace  
for the UK headquarters of one of its clients,  
an international software company.

When asked the question "How and why did  
you choose FOCUS?", Norman Foster replied,  
smiling: "Our firm's library is constantly on the  
lookout for the best products in the world. In the  
fireplace section, there's only one catalogue!"

Following this commission, Norman Foster  
asked FOCUS to design a unique, customized  
fireplace for his personal residence.





# The FOCUS

## sales network

**FOCUS's success is strengthened by a network of exclusive dealers in France and importers abroad. The strategic choice to shift from direct to indirect distribution taken two decades ago has allowed the creation of a highly effective sales network.**

These retail partners commit to strict terms and conditions and must be able to display FOCUS models in a space equal to the brand image. They receive regular training and support for technical questions or complex installation calculations. An online distributors' site allows them to check the production schedule, track orders in real time or consult technical and commercial documents.

Beyond this practical side, the relationship between FOCUS and its partners is a long history of shared goals and values.

Passionate about the company, they are liaisons in the field who guide customers in their aim to create an exceptional interior.

Expert architectural and technical consultants in whom customers can place their trust to carry through their project. Consultants who are backed

by FOCUS, which attentively reviews every technical and design detail from the planning stage to the final installation, for every project around the world.

With 50 partner-dealers in France and 100 internationally, FOCUS is present across the globe.

Today, FOCUS prides itself in having 60,000 customers worldwide, each an ambassador of the brand, dedicated followers of FOCUS design.



# An award-winning range

FOCUS is more than just its top iconic models, boasting a collection of some 40 fireplaces in two ranges:

- **A HEATING RANGE** of energy-efficient fireplaces.
- **A DECORATIVE RANGE** that can be installed either outdoors or indoors, depending on the model and the regulations in force in the country.

In the **DECORATIVE RANGE**, six iconic models are available as **OUTDOOR FIREPLACES** with a rust or black paint finish and anticorrosion treatment: GYROFOCUS, BATHYSCAFOCUS, DOMOFOCUS, EMIFOCUS, ERGOFOCUS, PAXFOCUS.

The full range is presented on the FOCUS website.

In the last few years, FOCUS has accelerated its creation of new models:



2014

SLIMFOCUS



2017

CURVIFOCUS



2018

LENSFOCUS



2018

BOAFOCUS



2020

Gas GYROFOCUS



2020

BUBBLE



2022

Glazed ERGOFOCUS



2022

Glazed DOMOFOCUS

FOCUS is also working to bring its most iconic models into compliance with the future European standard Ecodesign 2022, as well as Italian environmental regulations, the strictest in the sector.

In line with this ambition, 2021 will see the range of closed wood and gas fireplaces extend to include the GYROFOCUS as well as other iconic FOCUS models. This technological evolution is achieved without ever compromising the original style of a model.



2022

Glazed GYROFOCUS



# A story of passion

**Dominique Imbert (1940 - 2021)  
and the creation of FOCUS .**

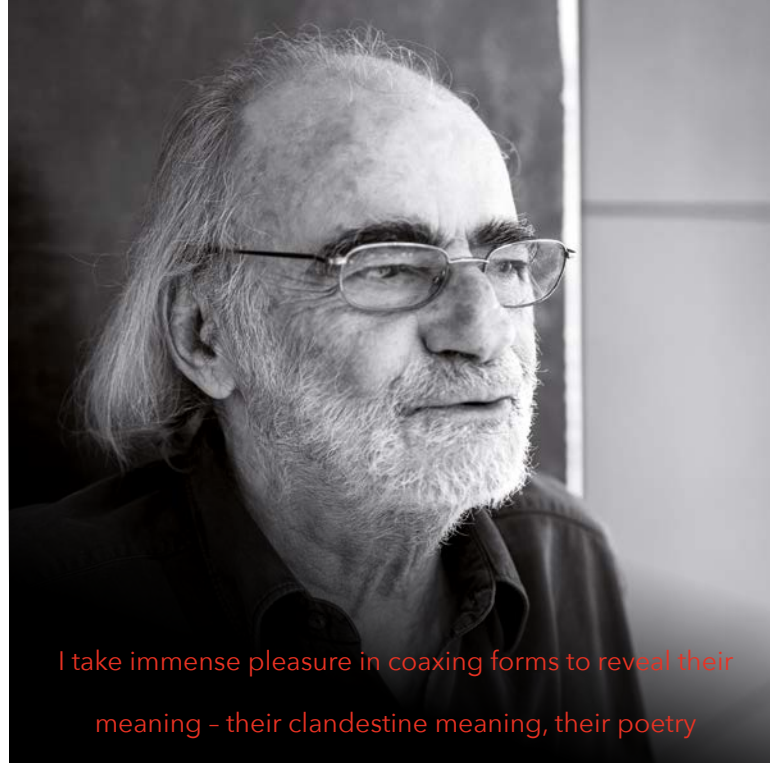
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Dominique Imbert, the creator of FOCUS, was born in 1940 in Montpellier in the south of France. After studying literature in London and Paris, he became, "by accident", as he puts it, an ethnologist in Alaska and an assistant chef in Manhattan, before being awarded a Doctorate in Sociology at the Sorbonne and taking a post teaching literature in a Paris Lycée.

Then, after four years of teaching, he gave up the blackboard and set up a workshop making steel sculptures in a village north of Montpellier. Defying fundamental principles, he followed an inner quest to find the meaning behind the form. He stripped away all artifice, seeking an ever-purer expression for his dream of levitating fire. This blacksmith-philosopher, pragmatic and mystical, humanist and unsubmissive, had found his calling – his alchemic encounter with fire would metamorphosize his life, as well as the history of design.

After more than 50 years designing FOCUS's prize-winning models, Dominique Imbert has left behind a dazzling collection.



I take immense pleasure in coaxing forms to reveal their  
meaning – their clandestine meaning, their poetry

His legacy lives on within FOCUS in its global design studio created 15 years ago and the company's equally visionary management team appointed in 2015.

Christophe Ployé, who was Dominique Imbert's closest collaborator, is now responsible for design projects. He created and developed the Bubble fire bowl, which won a German Design Award in 2021.

The company has also collaborated with architects such as Snøhetta and designers such as Thibault Desombre, whose GRAPPUS received the renowned Red Dot Design Award. FOCUS is continually exploring new design collaborations with synergistic creators.

In parallel, FOCUS has significantly invested in R&D in recent years, a deliberate strategy that multiplies innovation and reinforces its expertise in cutting-edge technologies and new fuels.

# Research & Development at FOCUS

**The R&D department was created a decade ago at FOCUS's production site in Cavaillon. Today it consists of a team of 15 and receives a significant budget.**

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Dedicated to the technical engineering of artistic design, the team works on the development of a model taking into consideration industrialization, cost, performance, and the range of European and international environmental regulations.

R&D at FOCUS is also about adapting existing legendary models so they comply with new and forthcoming standards across the world without altering their iconic style, finding the perfect balance between complex technical innovation and timeless design.



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# Innovating for the future

Q&A with Sergio Monticciolo,  
Technical & Standards Manager

## FOCUS is an international company. What challenges does FOCUS face in a context of complex regulations that are increasingly strict and vary widely from country to country?

Our challenge is to create and adapt a consistent range of products for a maximum of markets, without multiplying the number of versions per country. Our size as an SME with our own production site requires an efficient approach.

The complexity indeed stems from regulations that demand increasingly complex appliances. We respect strict environmental standards, in Europe and further afield. To this end, we have aligned our R&D and test laboratory to European standards. For the rest of the export market, we must use the laboratory of the country concerned, as in the case of the United States, which is a choice that requires substantial investment.

- Today, the European country with the strictest regulations is Italy, whose environmental standards are significantly more demanding than the future European standard Ecodesign 2022.

- Other countries such as Germany and Austria have also adopted environmental requirements in advance of Ecodesign 2022. The UK has very strict limits for particle emissions, requiring certification by DEFRA (Department of Environment, Food & Rural Affairs).
- The environmental regulations in the United States also impose very low levels of particle emissions. This requires a specific procedure: different test protocols, development and certification protocols.

## How has FOCUS prepared for the European Ecodesign 2022 standard?

Since 2015, FOCUS has put in place a **Regulation and Standards Tracking Service**, which monitors evolving environmental and technical criteria and allows us to develop programmes that ensure our range will comply with future regulations.

## What is Ecodesign 2022?

This European regulation, in development since 2004 and launched in 2015, requires the stove industry to respect certain standards for heating systems. These requirements concern two important environmental aspects:

- **energy efficiency**
- **emissions of particulate matter (PM)**, The regulation also sets out the measurement and calculation methods to be used, which must be standardized at a European level, reliable, accurate, reproducible and based on advanced and generally accepted measurement methods.

The Ecodesign regulation came into effect 1 January 2022.

For the past seven years, our main goal has been to convert our open fireplaces into closed fireplaces to make them 'Ecodesign ready'. In fact, given the even stricter Italian Quattro stelle standard, we have systematically aimed to meet that certification. All of our R&D has a laser focus on developing models that are technologically innovative and environmentally friendly. As for our open models, we are adapting them to use other types of fuel, such as natural gas, among others.

## What is your vision for the future for FOCUS, which is so dedicated to design?

Our vision for the future is innovation!

Historically, FOCUS fireplaces always meant wood logs. Then we developed a range of gas models, which we will continue to extend. Today, we're exploring the energy sources of the future.

We are also working on developing electric fireplaces and have recently launched a new holographic range with an astonishingly realistic virtual fire. We are also exploring alternative fuels such as biogas, and perhaps further down the line, hydrogen. Some of our models are already certified to operate on biogas.

Our R&D department at our production site in Cavaillon includes a fundamental research unit, which is working on new types of energy and new concepts. We have no intention of confining ourselves to predefined criteria - we don't rule out anything in advance. Our models have always stood out and we will continue to innovate.

In terms of design, no one before us has ever created a suspended, pivoting gas fire like the GYROFOCUS, made possible by patented technology. We accepted the dare to make this type of product.

## Dominique Imbert's vision of the future

"Creativity is an unexpected encounter between love and chance - it is utterly illusory to imagine you can predict the future. So it is urgent for FOCUS to anticipate the unpredictable."



# An inspiring **company** (Corporate Social Responsibility)

In the image of its founder, Dominique Imbert - artist, fireplace designer, humanist and philanthropist - whose philosophy has guided the company for more than 50 years, FOCUS has always put people at the centre of its concerns in the same way it put the fireplace at the centre of a space: putting a priority on personal expression, on individual liberty and creativity, on internal mobility and skill development, and on a non-hierarchical, collaborative working environment.

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Almost 30 years ago, in 1993, FOCUS made the engaged choice to buy the site that produced its fireplaces when it was threatened with closure. It has maintained and developed its industrial production on French soil, heavily investing to enable its production site, the Manufacture FOCUS, to grow from 10 to some 80 employees.

Militant, FOCUS chooses local partners, whether industrial or service providers, for both environmental and social reasons. It selects its partners with its own rigorous criteria, a unique approach for a unique company.

Resolute, FOCUS protects its independence and has

never shared its capital with anyone but its employees. No investors or financial interests guide its decisions and all profits are reinvested in the company, making it a cutting-edge, sustainable and inspiring business model.



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The origin of  
the GYROFOCUS:

## a disruptive founding act

FOCUS was created by the profound symbolic act of pulling the fireplace away from the wall where it had been confined for centuries. By freeing the fireplace, FOCUS opened minds to new possibilities.

At the same time, this act reclaimed a primordial desire: to gather around the fire. Family and friends could come together around this groundbreaking, organically shaped fireplace that put the world's first pivoting hearth in the centre of the living space so that everyone could share the warmth of the flames.

A fireplace that overturned convention, but did not immediately win over everyone: when it was first presented at a trade show, the now iconic GYROFOCUS, symbol of FOCUS, was mocked by the public and the profession.

Yet this creation, produced in limited numbers, inspired design lovers, followed by international architects, and finally won consecration by museums.

A nonconformity that would never cease, integral to the very nature of the company. Blithely ignoring critics and trends, FOCUS continues to create extraordinary fireplaces year after year, unafraid to provoke reactions.





# Reinventing the icon: **the GYROFOCUS goes gas**

28 In 2020, the iconic GYROFOCUS embraced gas engineering and can now be operated at the touch of a remote-control button. Following a long history of prestigious international design awards that have made it a '20th-century icon', the GYROFOCUS gas fire achieved another world first with its patented technology.



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This innovation supplies the gas through a plate in the ceiling and down a sealed pipe to the burner, allowing the hearth to rotate 100° – a major technological exploit.

2020

The GYROFOCUS is once again breaking new ground, as the world's first suspended, pivoting gas fire!



# FOCUS

## milestones

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**1967**  
Creation of Dominique Imbert's very first model, the ANTEFOCUS.

**1968**  
Creation of the GYROFOCUS, the world's first suspended, pivoting fireplace.

**1988**  
First international project, beating out American and Swedish competitors. The PAXFOCUS, adapted to comply with earthquake- and typhoon-resistance standards, was selected and installed in 301 apartments in a luxury residence in Atami, Japan..

**1990**  
Second Japanese project with 121 EDOFOCUS installed at Minami Hakone Villa. The EDOFOCUS, the first fireplace with curved glass panels, was created for this project and takes its name from the ancient capital of Japan, Edo.

**1993**  
Acquisition of the production site, retaining its personnel.

**2000**  
Double commission from Norman Foster: creation of the FILIOFOCUS for the headquarters of one of the architect's clients and a unique fireplace for his private home.

**2011**  
Creation of the GRAPPUS by the designer Thibault Désombre. This model won Germany's international Red Dot Award in 2014.

**2014**  
Creation of the SLIMFOCUS, the first central, suspended, pivoting fireplace compatible with low-energy homes.

**2015**  
New management at the head of FOCUS.

**2016**  
Creation of a new range of gas fires.

**2018**  
FOCUS celebrates its 50-year anniversary.

**2020**  
GAS GYROFOCUS: a patented world first.

**2021**  
New technological innovation with the closed wood-burning GYROFOCUS, crowned at the 2021 Archiproducs Design Awards for its style, also winning a Special Mention for Sustainability.

**2022**  
The ERGOFOCUS and DOMOFOCUS join the range of closed energy-efficient fireplaces.

—  
HOLOGRAPHIK® : launch of an ultra-realistic virtual electric fire.

## FOCUS

### on social media

[www.focus-fireplaces.com](http://www.focus-fireplaces.com)  
(including an online press service with more than 120 HD images)

Discover the GYROFOCUS gas fire:  
[www.gyrofocus-gaz.com](http://www.gyrofocus-gaz.com)



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