



CREATE BEYOND CONVENTION



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## The **Glazed GYROFOCUS** wins **Gold** at the **German Design Awards 2023**,

Category: *Excellent Product Design  
Design Classics and Re-editions*

### **A PRESTIGIOUS WIN FOR FRENCH FIREPLACE MANUFACTURER FOCUS WITH ITS GROUNDBREAKING GLAZED GYROFOCUS**

Focus took the Gold award at the German Design Award 2023 in the category Excellent Product Design - Design Classics and Re-editions. The new glazed version of FOCUS's preeminent Gyrofocus design, which has survived fashions and trends over the last fifty-plus years, has been awarded for its reimagining of a classic bringing it bang-up-to-date whilst making it environmentally and eco-efficient.

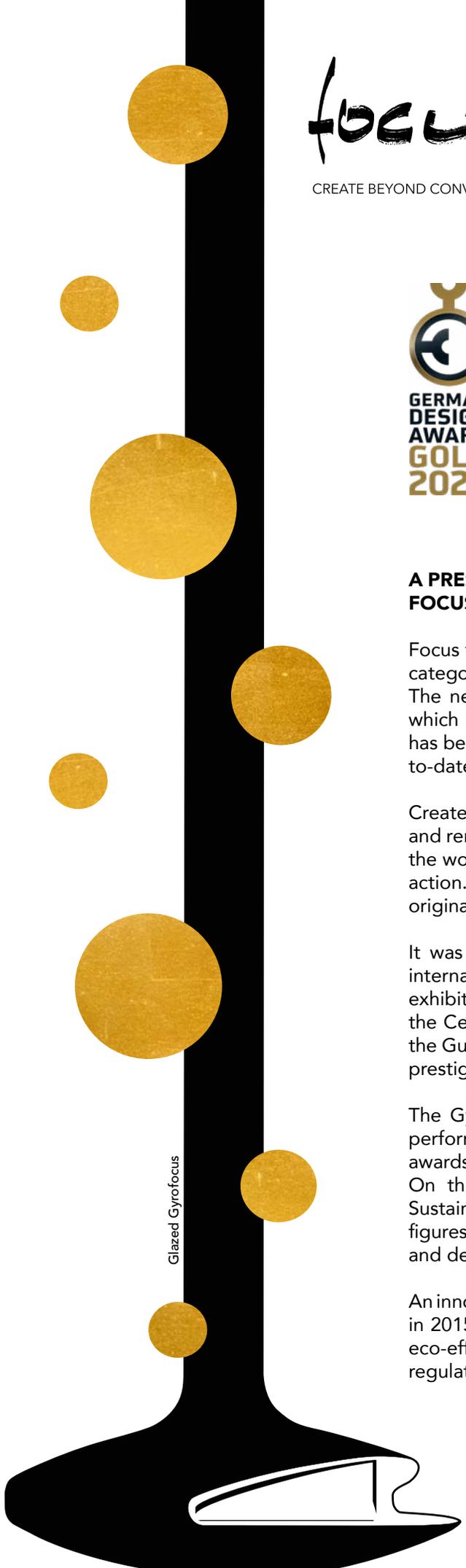
Created by Dominique Imbert, the founder of FOCUS in 1968, it was, and remains, a revolutionary design and a technical innovation. It was the world's first suspended and pivoting hearth complete with a 360° action. The Gyrofocus is the symbol of the FOCUS brand and this original model has become an internationally recognised design icon.

It was selected as 'the most beautiful object in the world' at the international Pulchra competition (Italy) in 2009 among 100 participants, exhibited at the Museum of Contemporary Art in Bordeaux in 1996, at the Centre National d'Art Contemporain in Grenoble in 1997 and at the Guggenheim in New York in 1998. Now validation comes from the prestigious German Design Awards.

The Gyrofocus was the first model to be transformed into a high-performance eco-design glazed fireplace, and the winner of multiple awards including Archiproducts Design Awards at the end of 2021. On this occasion, the Glazed Gyrofocus also won the inaugural Sustainability Award, judged and chosen by a jury made up of leading figures in environmental and eco-design from the world of architecture and design.

An innovation strategy was launched under FOCUS's new management in 2015, with an ambitious objective: to convert open fireplaces into eco-efficient closed fireplaces in compliance with environmental regulations and all this without changing the original design.

Glazed Gyrofocus





## **THE GLAZED GYROFOCUS - A TECHNOLOGICAL FEAT WHILST KEEPING THE DESIGN INTACT**

FOCUS celebrates a real technological feat as the original sculptural hearth was not intended to meet energy performance standards set out 50 years ago which we now expect as standard.

While only about fifteen parts made up the original open wood-burning GYROFOCUS, more than 150 parts now make up the Glazed GYROFOCUS. Two years of Research and Development and numerous rigorous tests have been undertaken to design and preserve the original design, a fireplace capable of achieving energy and environmental performance that is among the most demanding in the world.

The only visible change is the sliding, curved glass pane which protects the central hearth without abandoning the fire's original attributes: its legendary shape and its 360° swivel. The Glazed GYROFOCUS has paved the way for other Focus models to become glazed such as DOMOFOCUS and ERGOFOCUS, which also benefit from the same patented technology.

*Discover the scope of the glazed range by clicking here*

## **THE GERMAN DESIGN AWARD - CELEBRATING 10 YEARS OF DESIGN**

The German Design Awards are the German Design Council's most important prize and among the most recognised international design awards. For ten years now, the German Design Council has been honouring pioneering designers and their work with this coveted distinction. Entries are judged by an international jury made up of leading experts from all disciplines of design.



Slimfocus



Boafocus



Bubble®



Glazed Gyrofocus

## FOCUS, A REGULAR OF THE GERMAN DESIGN AWARD !

Focus has been a regular winner of the German Design Awards and has already won the prestigious German Design Awards four times:

- for the Slimfocus in 2017,
- Boafocus in 2019,
- Bubble® in 2022,
- and now the Glazed Gyrofocus in 2023 has been awarded this seal of approval.

### 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 120 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](http://www.focus-fireplaces.com/history-going-back-50-years)

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