



CREATE BEYOND CONVENTION

PRESS RELEASE
MARCH 2023



Download the images

THE OUTDOORS FROM FOCUS

2023 update on the brand's multi-award-winning icons

In these confusing times, what could be more comforting than getting back to basics?

An evening spent outside around a beautiful fire remains a convivial and memorable moment, especially since Focus designs gives extra soul to this unforgettable experience.



BUBBLE®

JOIN THE BUBBLE® PARTY

- The latest addition to the Focus outdoor range, BUBBLE® is a wood-burning fire pit that immediately won over both the public and the design world by winning the coveted Gold prize at the German Design Award 2022.
- In Iceland, the land of fire and ice, where BUBBLE® has become so popular, a recent phenomenon is for hosting “bubble” parties (champagne); special evenings organised by women to meet each other. What a great idea to import.
- This organic spherical shape of the BUBBLE® invites people to gather around. Its compact size and manoeuvrability make it the undisputed model for terraces and gardens, whatever the surface plus it has a sleek and appealing finish. A perfect all-year-round fire pit for alfresco entertaining.
- Finally, BUBBLE® is made in France in the Focus factory. It is handcrafted by artisans who have exceptional metalworking skills. It benefits from the same manufacturing criteria and the same high-quality standards as the entire Focus range.

IN PRACTICE

The BUBBLE® is a fire pit that runs on wood. This striking ball of fire is 70 cm in diameter and has two castors, making it highly portable. It can move effortlessly across various terrains; the BUBBLE® can also turn in any direction to protect its flames from the unpredictability of the wind. Its removable easy-to-clean fire tray is an added bonus. The quality of the steel and its anti-corrosion coating enables it to withstand any outdoor environment.



BUBBLE®



BUBBLE®

OUTDOOR FIREPLACES... THE REAL STARS

We don't automatically think of outdoor fireplaces when we talk about the outdoors, however, Focus's design studio has developed no less than six of their iconic indoor models over the past few years for the outdoor market and they include:

Gyrofocus, Ergofocus, Domofocus, Bathyscafocus, Emifocus and Paxfocus.

The special thing about Focus outdoor models is that most of them are multiple award-winning designs and have even earned the status of works of art for being exhibited in international museums.

- For example, the Gyrofocus is a true icon of international design among these six models. It is taught in schools of architecture, was elected among 100 participants as the most beautiful object in the world at the international Pulchra competition (Italy) in 2009 and even exhibited at the Guggenheim Museum in New York in 1998.
- The Ergofocus' sleek aesthetic earned its place as part of an exhibition at the Museum of Modern Art in Stockholm.

This is enough to satisfy the most design-conscious who are seeking out both form and function, and now they can add an outdoor version to match their exterior spaces too.

The outdoor models are available in either a black anti-corrosion or rust finish. Rust is a living material that evolves over time to resemble aged leather or patinated bronze for a natural look.



Ergofocus Outdoor



Gyrofocus Outdoor



Ergofocus Outdoor



Bathyscafocus Outdoor

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

MEDIA RELATIONS (UK)

Julienne Webster
hq@industrypublicity.co.uk
+44 (0) 20 8968 8010 / (0) 7973 273913

focus[®]
CREATE BEYOND CONVENTION

   FOCUS-CREATION.COM