

PRESS RELEASE
SUMMER 2022



CREATE BEYOND CONVENTION

BUBBLE®



GOLD IN THE GERMAN DESIGN AWARDS

The BUBBLE® has been awarded GOLD for 'Excellent Product Design' in the German Design Award's 'Gardening and Outdoor Living' category.

The German Design Award is an internationally renowned design competition whose reputation extends far beyond specialized sectors. Its aim is to discover, present and award the most prestigious projects each year.

Established in 2012, it is presided over by the German Design Council (Rat für Formgebung) and the German Ministry for Economics and Energy.

The award ceremony will be held during the exhibition of the winners between 11 and 27 February 2022 at Frankfurt's applied art museum, the Museum Angewandte Kunst.



FAULTLESS QUALITY

The BUBBLE® is a contemporary wood-burning fire bowl. Measuring 70 cm in diameter, it is equipped with two rear caster wheels so it can be easily moved on a flat surface or turned against the wind to protect its flames.

The basin can be removed for maintenance and cleaning. The quality of the steel and its anticorrosion finish is designed to withstand all outdoor conditions and keep its eye-catching look over the seasons.

'Made in France', the fire bowl is produced to the highest quality standards, as are all models made by THÉUS INDUSTRIES, a fully owned FOCUS subsidiary.

WARMING EVENINGS ALL YEAR ROUND

Designed for exterior settings from gardens to patios, the brasero's open fire allows outdoor socializing all year round, winter or summer, day or night. Warm and inviting, the BUBBLE® beckons you to gather round for a moment of shared conviviality.

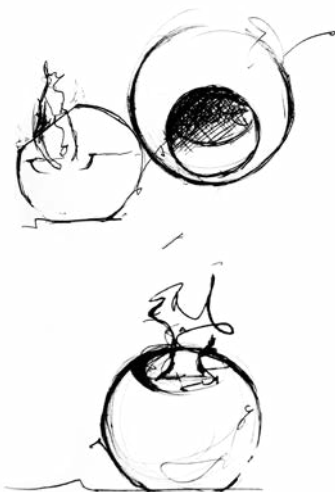


CHRISTOPHE PLOYÉ, DESIGNER OF THE BUBBLE®

For more than 15 years, Christophe Ployé was the closest collaborator of FOCUS's founder, Dominique Imbert, who taught him the importance of trusting his intuition.

Today, in charge of design projects, Christophe works alongside the R&D team and FOCUS's directors to further drive the creativity and innovation the company is acclaimed for.

A graduate of Toulon's European Institute of Design (now called Kedge Design School) following a degree in technical design with studies in mechanical engineering, Christophe early on developed a particular interest for unique and atypical objects, as well as model-making and prototyping.



"The BUBBLE® has the spontaneity and the essential simplicity of a sketch. It immediately wins you over with its clear, uncomplicated expression. In this it carries all the DNA of FOCUS and the timeless grace of the creations the company has designed for more than 50 years.

Some say that curves are coming back – a boon for the BUBBLE® – but FOCUS models have never followed trends. Hinting at the roundness of a letter or the stars, the organic forms of FOCUS take us back to those that nurtured our childhood ... and undoubtedly soothe us."

Christophe PLOYÉ





FOCUS, CREATE BEYOND CONVENTION

For over 50 years, and across all continents, FOCUS has been shaking up the codes of design convention. FOCUS was the first company to move the fireplace away from the wall to the middle of the room, putting the fireplace centre stage. With its genuinely iconic fireplace, the Gyrofocus, FOCUS has entered into the realm of international design legends.

More than just fireplaces, FOCUS creates surprises, emotions and events. FOCUS also creates history. Demanding, even uncompromising, from the creation process to the installation, FOCUS cares about the big picture as much as the smallest detail, the visible as well as the invisible.

FOCUS is also, and above all, nearly 100 employees spread over two sites. With both feet anchored in the region between Cévennes and Provence, FOCUS is extremely proud of its Made in France label. Whilst it has its head in the stars; its eyes are firmly riveted on the global scene.

To find out more: www.focus-fireplaces.com/history-going-back-50-years

FOCUS-CREATION/BUBBLE.COM

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