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## International Contemporary Furniture Fair **ICFF** 21-23 May in New York City

Focus, designer of exceptional fireplaces highly acclaimed by international architects and interior designers will present its **new Gyrofocus gas** fire at the International Contemporary Furniture Fair (ICFF) in New York City, fresh from winning two design prizes in the United States: a **GOOD DESIGN Award** by the Chicago Athenaeum Museum of Architecture and Design and a **Platinum Muse Design Award**. In its booth #1447 at the ICFF, Focus will also be exhibiting its Paxfocus gas fireplace, as well as a selection of its outdoor range, including the new Bubble firepit.

Focus is a French fireplace designer known for its one-of-a-kind fireplaces with pure, organic lines, including suspended fireplaces with a rotating hearth. The company was founded by artist **Dominique Imbert**, who designed the first **Gyrofocus in 1968**. Since then, this iconic fireplace has won an unequalled number of international awards and been exhibited in modern art museums such as at the **Guggenheim Museum in New York**. Over more than two decades, Focus has been developing and certifying its models for the US and Canadian markets.

The ICFF offers a unique opportunity to discover the peerless creations of this French fireplace designer that have won over the international design world.



GYROFOCUS GAS ©DOMINIQUE IMBERT



MUSE  
DESIGN  
AWARDS

### WHERE CAN I GET A FOCUS FIREPLACE?

Focus is distributed in the US and Canada by its partner European Home and its network of dealers. Find your nearest dealer here:



## GAS FIRES BY FOCUS

For those who want the ease of use of a gas fire without compromising on style, a number of Focus models are available in gas versions. The gas Paxfocus is a wall-mounted model with an arresting design that takes up little space. The gas Gyrofocus, launched last year, hangs from the ceiling and retains its pivoting hearth, featuring patented gas technology that has now been certified in the US and Canada. All Focus gas models can use natural gas or propane.

### UNIQUE PATENTED INNOVATION

The world's first suspended gas fireplace, the Gyrofocus is the result of a technological tour de force that supplies the gas via the ceiling plate through a vented pipe into the hearth, which can still pivot 100°.

### A COZY FIRE FOR URBAN SETTINGS

Smokeless and with zero particle emissions, gas fireplaces are a natural fit for urban spaces. With their controlled heat output and flames that produce no sparks, they can be installed in any setting, including on wood floors, without the need for a protective plate under the fireplace or a fireguard. This makes the inimitable, #instagrammable style of Focus gas fireplaces perfect for hotel lobbies, restaurants or other public spaces.

Paxfocus: Wood 4.5 kW, NG 27,000-42,000 BTU/hr  
LP 27,000-43,500 BTU/hr

Gyrofocus: Wood 6 kW, NG 17,000-54,000 BTU/hr  
LP 11,000-42,000 BTU/hr

### THE PLEASURE OF FIRE WITH THE CONVENIENCE OF GAS

Focus gas fires have all the appeal of a real wood fire with the advantage of total ease of use. The flames play around naturalistic ceramic logs in a stunningly authentic display. A remote control offers fire at the touch of a button, while the flame intensity is fully adjustable to allow controlled, constant and comfortable heat.

### THE GYROFOCUS: AN INTERNATIONAL DESIGN ICON

In 1968, the artist Dominique Imbert, founder of Focus, revolutionized traditional fireplace design with the Gyrofocus: the first suspended fireplace that hung in the centre of a room and had a hearth that could rotate 360°. Three decades later, it was exhibited at the Guggenheim Museum in New York (1998). Four decades later, it was as iconic as ever, elected the "most beautiful object in the world" out of 100 international competitors in an Italian design contest (Pulchra 2009). In 2011, it was recognized as a classic of 20th-century design alongside Charles & Ray Eames's lounge chair, Le Corbusier's chaise longue, Mies van der Rohe's Barcelona chair, and Isamu Noguchi's coffee table.



PAXFOCUS GAS ©DOMINIQUE IMBERT



GYROFOCUS GAS ©DOMINIQUE IMBERT

## SHOW-STEALING OUTDOOR WOOD-BURNING FIREPLACES



ERGOFOCUS OUTDOOR ©DOMINIQUE IMBERT



BATHYSCAFOCUS OUTDOOR ©DOMINIQUE IMBERT

A Focus fireplace can also add style to an outdoor space. No less than six iconic Focus models are available as wood-burning outdoor fireplaces, a range that is unique on the market:

***Gyrofocus, Domofocus, Paxfocus, Emifocus and the two models presented at the ICFF: Ergofocus (black) and Bathyscafocus (rust)***

These fireplaces have received multiple design awards: two have been exhibited in international art museums. The Gyrofocus, a true design icon, appeared in the Guggenheim Museum of New York (see box), and the elegant Ergofocus in the Stockholm Museum of Modern Art. Works of art that are also functional, appealing to design lovers seeking to enhance an exterior space.

The outdoor models are available with a black anti-corrosion finish or a rusted finish. The rusted surface changes over time to take on the appearance of worn leather or bronze patina.

## GATHER AROUND THE BUBBLE®!



BUBBLE®©CHRISTOPHE PLOYE

- The latest addition to the Focus outdoor range, the BUBBLE® is a wood-burning firebowl that on its launch immediately won over the public as well as design professionals, winning a coveted German Design Award (Gold 2022).
- In Iceland, the land of fire and ice, the Bubble has found great success, with its name evoking evenings organized by women to enjoy a glass of bubbly together – an idea worth importing!
- The organic lines of this sphere offer a soft, soothing, welcoming warmth. It is compact and easy to move, perfect for gardens, roof terraces or patios.
- Made in France at Focus's production site, this contemporary firebowl is handcrafted by metalworkers with unrivalled savoir-faire. It is crafted to the same demanding standards as the entire Focus range.

Measuring 27 1/2" in diameter, it is equipped with two rear caster wheels so it can be moved easily 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 anti-corrosion finish are designed to withstand all outdoor conditions and keep its eye-catching look over the seasons.

## CHRISTOPHE PLOYE, DESIGNER

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 ensure the continuation of the brand's creativity and innovation.

A graduate of European Institute of Design (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.



BUBBLE®©CHRISTOPHE PLOYE

## 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 Languedoc 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 US and Canada.

TO FIND OUT MORE:



## MEDIA RELATIONS

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