

Press release: Maison & Objet special
"Today signature"
Hall 6, Stand K/48

Viols-le-Fort, France, January 2020

Focus at *Maison & Objet* in January 2020

Focus will showcase its contemporary fireplaces at this year's Maison & Objet trade fair from 17 to 21 January in Paris (at the Villepinte exhibition centre). The French company will present its latest models embodying its unique blend of custom design and expertise 'made in France'. Since its creation, Focus has been breaking new ground with its iconic style that unites bold innovation, performance and respect for the environment.

- **New in 2020:** The Curvifocus will be presented with its new insulation option, a subtle metallic mesh that ensures the fireplace's low surface temperature, making it compatible with public building code (French ERP regulations).
- **New in 2020:** The very first 'holographic fire' – the E-Focus (exhibited in white), based on state-of-the-art zero-emission technology patented by Focus.
- **Focus's top models in gas, wood-burning and outdoor versions:** the suspended and pivoting Slimfocus, the Boafocus and the Gyrofocus in a rust outdoor version.

New in 2020: the Curvifocus, adapted for public buildings

All eyes converge on the world's first concave fireplace, the Curvifocus gas fire, whose unique shape offers exceptional visibility of the fire. A balanced-flue fireplace, the Curvifocus is CE certified and compatible with French Energy Efficiency Standard RT2012 and low energy buildings. To adapt this popular model for a wider audience, Focus's R&D team developed a discreet woven metallic mesh to insulate the front of the fireplace, preventing direct contact with the glass and also considerably reducing the surface temperature. These new features have made the Curvifocus suitable for installation in public facilities (French ERP building code regulations). Available from April 2020.



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E-Focus

Bringing together a touch of madness and an abundance of intelligence, the holographic E-Focus is the result of an encounter between an icon designed by Dominique Imbert 50 years ago and cutting-edge optical technology. This digital experience is a gracious invitation to rest your eyes and your mind in a refuge of serenity and calm. This incredibly realistic holographic fire keeps its promise, at last delivering a clean, non-polluting solution that allows the interior design advantages of a fireplace with no thermal or environmental constraints. The E-Focus is stylish, reliable and practical, a new-generation fireplace set to conquer the future. Available in June 2020.



A subtle blend of lines and curves: the Boafocus

This closed gas fire (central or wall) harmoniously enhances the space it occupies, offering an inviting view of its flames through a hemispheric double-glazed porthole. Compatible with the French Energy Efficiency Standard RT2012, this intelligent fire is operated by remote control (to turn it on/off, programme or adjust the heat, etc.). The electronic burner and the gas supply are concealed in the base. The system is battery operated, allowing it to function in the event of a power cut. The model is also compatible with low energy buildings, as it draws in air from the exterior rather than the air in the room by means of a concentric double-walled flue. The fire can burn either natural gas or propane. This model is now available in a central or wall version.



The pleasure of a Focus fire outdoors

The seven models in the Focus outdoor range – the Gyrofocus (photo), Bathyscafocus, Domofocus, Emifocus, Ergofocus, Miofocus and Paxfocus – are now available in rust, giving them a mineral touch that is rough-hewn yet elegant. The rust finish exudes warmth and is a perfect choice for open-air settings where nature is a backdrop.



End of press release

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About Focus

A bit of history:

For over 50 years, Focus has been revolutionising fireplaces and the world of design in an extraordinary story that began in 1968. In 1967, Dominique Imbert forged his first fireplace (the Antefocus) for his personal use in his studio at the base of the Cévennes in the south of France, but the date that launched the international reputation of Focus was 1968, the year the sculptor created the iconic Gyrofocus. Since then, Focus designs have been featured in such wide-ranging settings as stylish hotels, private homes and some of the world's most prestigious design museums (including the Guggenheim Museum in New York and the Museum of Modern Art in Stockholm) and have been awarded numerous international distinctions.

Made in France with conviction:

The success of Focus is due to its unparalleled technical and design innovation, to its close links with architects and interior designers, and to the strong social and human values that have guided the company since its inception through its commitment to French design and production. Every aspect of Focus, from the research and development, design, customer service and sales that are all based in the head office of Viols-le-Fort (a team of 30) to the production site in Cavaillon (a team of 70), reflects the image of its founder: authentic and creative.

For more information:

Visit our online press service (www.focus-fireplaces.com) where you can download our press releases as well as low- or high-resolution images from the image bank.

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Visualise a Focus fireplace in your interior with

Focus's augmented reality app:

www.focus-fireplaces.com/visualise-focus-fireplace-your-interior



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