

**GYROFOCUS AND SLIMFOCUS AT FUORISALONE 2016:
AN ICON OF INTERNATIONAL DESIGN TOGETHER WITH THE MOST RECENT MODEL
BY DOMINIQUE IMBERT**

At the forthcoming Fuorisalone, event concurrent with the Design Week in Milan, Focus, the widely acclaimed brand of contemporary fireplaces by Dominique Imbert, will be the focus of a special installation at Superstudio in via Tortona.



A white space, a blank sheet yet to be filled. This is what the Superstudio will look like as Focus exhibits its personal concept of tradition-evolution, a special installation by Philippe Bartholi (Little Box), specialized in scenography, design and interior architecture.

Just two fireplaces, two different worlds formed from the same material – black steel that enchants and envelops. **Gyrofocus** – the first suspended, 360° pivoting fireplace in the world – is sure to fan conversational flames for years to come. In 1968, when it debuted, Gyrofocus was a watershed breakthrough that revolutionized the way we think about fire. With it, Dominique Imbert, impassioned sculptor and designer, broke the existing molds, returning fire to its central position.

But the ongoing mission of Focus has also been to make high-performance fireplaces. Gyrofocus, a symbol of international design, has never failed in its mission, consistently maintaining that distinctive efficiency trait which has characterized an entire range of Focus fireplaces in the more than 45 years since its creation. **Slimfocus**, the most recent product from Atelier Dominique Imbert, ushers in a new global first in the area of suspended wood-burning fireplaces with sealed fire. Thanks to balanced flue technology, by which external air passes through the chimney without interfering with the air in the room, Slimfocus is fully compliant with the strict energy efficiency standards set for passive homes.

The two iconic members of the Focus family will warm an austere setting surrounded by white walls and woven steel sheet flooring. A series of videos will alternate with sculptural works in crude steel to narrate the spirit of Focus, intimately connected to its founder and designer Dominique Imbert:

To avoid becoming a 'soupy' blend of all the contemporary aesthetic trends, Design must lean toward a cultural Ecology. It must be the perfect antidote to the flat, sweetened, mutually agreed-upon concept of beauty as it is intended today and, to survive, cannot continue to call itself Design.



Per la registrazione on line agli eventi di Superstudio:

<http://www.superstudiogroup.com/events>

About Focus:

It was in 1967 that sculptor Dominique Imbert created his first fireplace for his own personal use in his studio at the base of the Cévennes in the south of France. He then reproduced it for several enthusiastic viewers, and so began the history of Focus. Forty-five years later, with some 100 people working for Focus, and a range of more than 60 models available around the world, sales exceed 300 units per month. Focus designs have been found in such wide-ranging settings as stylish living rooms and some of the world's most prestigious design museums (for example, the Guggenheim Museum in New York and the Museum of Modern Art in Stockholm). Over the years, Focus fireplaces have been awarded numerous international distinctions.

In recent years, exports from the 'Groupe Atelier Dominique Imbert' have made up nearly 50% of Focus's trading activity, including to markets outside of Europe, such as Japan, Australia, Russia and the Americas.

A large number of Focus models come in either wood-burning or gas versions. Proving that it is possible to be both beautiful and intelligent, Focus's closed-hearth as well as wall-integrated (built-in) models have gained the Flamme Verte label (a recognised French environmental label) that guarantees energy efficiency superior to 70%, with carbon monoxide output inferior to 0.3%.

Creativity and a refusal to outsource production have been key to Focus's success, and will continue to be its priorities in the future.

www.focus-creation.com



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