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“World’s Most Beautiful Object” Now Available for Purchase
Focus Fires brings its Iconic Line of Modern Fireplaces to North America

Middleton, MA (February, 3 2017) - Focus Fires (France), led by modernist sculptor and fireplace visionary Dominique Imbert, is teaming up with European Home, a U.S. hearth products manufacturer and distributor, to re-release their iconic line of modern suspended and wall-mounted fireplaces to the North American market.

Focus’ quintessential fireplace, the Gyrofocus, was born in the late 1960s but feels as contemporary and cutting edge as ever. It has been exhibited in multiple fine arts museums around the world, including the Guggenheim Museum in New York City. In 2009, the Pulchra competition was launched in Italy and in its first year, competing against more than 100 beautifully designed objects, the Gyrofocus took the highest honors, chosen by voters as ‘*Le cose più belle del mondo*’ or “World’s most beautiful object.’

‘I want my fireplaces to touch the sky, even to hang from it.’

-Dominique Imbert

The origin of Focus Fires dates back to 1967. It was cold in the south of France and Dominique Imbert was restoring a ruined farmhouse, stone by stone, in the village of Viols-le-Fort. With salvaged scraps of metal, the former humanities professor, with a passion for metalwork, addressed this problem by forging his first fireplace. A smoldering smile of iron hanging from the sky: the first Focus was born. A year later, this first fireplace would give rise to a second, which was revolutionary in every sense of the word. As with its predecessor, the fireplace was suspended, but this time the hearth could pivot 360° to face any direction. Several enthusiastic friends wanted their own ‘rotating hearth’ – gyrofocus in Latin. And thus began the history of Focus and its iconic Gyrofocus fireplace.



Filofocus Central



Gyrofocus

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This partnership, between Focus and European Home, will allow customers throughout North America to have local access to these famous designs. European Home has a channel of over 100 hearth product retailers who specialize in selling to high-end homeowners, builders, architects and designers. "Our channel of upscale fireplace dealers are excited to offer Focus Fires to their customer base." said European Home owner, Holly Markham. Through European Home, over 20 Focus models are now being distributed to the United States and Canada.

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. Focus designs have been featured 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) and have been awarded numerous international distinctions. Focus employs over 80 people between their manufacturing and business facilities.

About European Home

Located north of Boston, in Middleton, Massachusetts, European Home was one of the first companies in North America to offer modern fireplaces. Developed as a niche industry in 2003 and now becoming main-stream, owners Holly and John Markham continue to bring stunning, high-quality, design oriented hearth products to the North American market. European Home employs 15 people. In addition to distributing Focus fireplaces, European Home also distributes the Element4 line as well as manufactures its own line in the U.S. Products are distributed in North America through regional fireplace stores.

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