

ecosmart[™]
Fire

LEADERS OF THE GLOBAL BIOETHANOL FIREPLACE EVOLUTION

LOOK BOOK

ISSUE / 4

FROM CREATING A VISUAL FOCAL POINT,
PROVIDING A SEAMLESS INTEGRATION BETWEEN
INSIDE AND OUT, TO BRINGING A SPACE TO LIFE,
ECOSMART FIRE IS UNIVERSALLY ON-TREND.



REDEFINING OUTDOOR LIVING

IT'S TRADITIONALLY BEEN THE DOMAIN OF INDOOR SPACES, BUT THE OPEN FIREPLACE IS INCREASINGLY BEING INTEGRATED INTO OUTDOOR ROOMS FOR YEAR-ROUND AMBIENCE AND WARMTH. FOR SOME, ECOSMART FIRES ARE INCORPORATED AS A CENTRAL FOCAL POINT, FOR OTHERS THEY'RE A SIMPLE, STYLISH AND EFFECTIVE WAY TO BRING AN ALFRESCO AREA TO LIFE.

In Las Vegas, the 2013 New American Home factors the latest green technology into every aspect of the design, with myriad EcoSmart Fires strategically placed throughout the vast concept home.

For interior designer Lyndsay Janssen, the spaces were designed to capture the elements of nature, water and fire. "Fire was incorporated to add interest by creating a visual focus in different spaces throughout the home – both on the inside and out."

A seamless transition from inside to out was also a crucial element in the design of two homes on opposite sides of the world – one in California, the other in Western Australia.

Jamie Huffman, San Diego-based custom furniture designer and maker, described the layout of the Californian house as one "that's designed to blur the lines between the exterior and the interior, and the positioning of the fireplaces accentuates this aspect of the architecture."

And blurring the lines has been made easy at a Bali-style Western Australian home, with a unique see-through fire strategically placed as an interactive room divider between bedroom and bathroom.

*Front Image:
Portsea Private Pool Pavilion (AUS)
Photo: Jason Camenzuli*

*Opposite image:
New American Home (US)*

FEATURED STORIES

1/ NATURE AND LIGHT

New York designer Frank Carfaro has always had a passion for beautiful design and craftsmanship. When he discovered EcoSmart Fire, he knew his design values were very much aligned.

2/ CUSTOM KING

San Diego custom furniture designer Jamie Huffman has long embraced the element of fire, incorporating them into his innovative designs. His philosophy is certainly evident in two fireplaces in a new Californian home overlooking the Pacific Ocean.

3/ ICONS AND ITALIAN FLARE

A bespoke EcoSmart Fire is in good company at a prominent Sydney restaurant, where key features include parts from iconic Ferraris and a variety of football jerseys from the world's best teams.

4/ BALI STYLE

A see through fire is the perfect room divider between bedroom and bathroom in a Bali-style home in Western Australia.

5/ STYLISH COMFORT

When interior designer Marén Niehoff from HMG MBH & CO. KG was asked to create a stylish, comfortable lobby for a new five-star hotel in Frankfurt, Germany, she knew EcoSmart's XL900 burner would fit in perfectly.

6/ CIRCLE OF FIRE

A large, obtrusive supporting beam posed a challenge for the redesign of a coastal restaurant/bar, but the interior designer wasn't deterred, creating a clever design feature, using four XL500 burners.

7/ UNDERSTATED LUXURY

A beachfront penthouse on the NSW north coast draws inspiration from the wild oceanscape outside, with a centrally positioned EcoSmart Fire creating a perfect contrast.

8/ FIERY REFLECTIONS

The dramatic tension between fire and water was the perfect design solution for an eye-catching pool pavilion.

9/ ORGANIC ELEMENTS

The 2013 New American Home is defined by its 'desert contemporary aesthetic', and myriad EcoSmart Fires were chosen to fit the design – both inside and out.

10/ SYNERGY FROM THE START

Daniel Vandenbark has a philosophy of creating spaces around EcoSmart Fires, and this Texas apartment was no exception.

MODEL: 900DB
LOCATION: New York, US
DESIGNER: Frank Carfaro
www.desiron.com



1/ NATURE AND LIGHT

NEW YORK ENTREPRENEUR AND CREATIVE FORCE BEHIND ACCLAIMED US CUSTOM HOME FURNISHINGS COMPANY DESIRON, FRANK CARFARO HAS ALWAYS HAD A PASSION FOR BEAUTIFUL DESIGN AND ARTISANAL CRAFTSMANSHIP. AND WHEN HE FIRST DISCOVERED ECOSMART FIRE, HE KNEW HIS DESIGN VALUES WERE VERY MUCH ALIGNED.

"I've always been driven to produce stylish pieces of furniture and refuse to sacrifice functionality or quality for an aesthetic end," Frank explains.

"Many companies make functional items and many companies can conceptualise cutting edge design: marrying the two in a way that makes sense, however, is rare. EcoSmart Fire definitely shares that same sensibility.

FRANK CARFARO, DESIRON

"EcoSmart Fire also pays strict attention to the environmental impact of its products, and that's also of particular importance to us when aligning with other brands."

The DESIRON collection contains over 200 standard items, with each piece being made-to-order for the client. During the process, customers personalize the products with DESIRON's vast palette of wood and metal finishes and textiles, making each piece unique.

After seeing EcoSmart Fire at a tradeshow in New York, and reading about the product on a number of design blogs, Desiron now showcases a range of EcoSmart Fires in its Lexington Avenue showroom. "We couldn't believe that a freestanding fireplace solution hadn't gotten more traction in the NYC metro area, and have found it to be a perfect fit for our clientele," explains Frank.

Fluid design

An EcoSmart Fire feature was therefore a natural choice for Frank when embarking on a major renovation of his own Greenwich Village apartment. Being continually inspired by nature and light, Frank wanted to include an open area in the wall between the master bedroom and the living room to create a sense of fluidity between the walls.

A stainless steel EcoSmart Firebox 900DB with its unique see-through element was the perfect solution, and the fireplace is now the focal point of the living area. It has been perfectly incorporated with the Black Walnut wall and cabinetry.

"Specifically, the wall that features the EcoSmart Fire had to serve multiple purposes while maintaining a design that exuded the handsome yet utilitarian design concept," Frank explains.

"The wall is shared between the living space and the bedroom, with the EcoSmart Fire as the core of the construction."

The living room side features a meticulously designed wall unit of bookshelves and storage, which showcase Frank's favourite books, prized treasures from his travels, and photos of family and friends. The bedroom side of the wall is kept simple, with artwork hung on a custom Venetian plaster wall.

"The EcoSmart Fire is truly the centrepiece of the living area and captures my mantra of functional objects being well designed," Frank says.

"I really wanted to create a space that would make me feel like I was coming home to a boutique hotel every night after a long day. I didn't, however, want to compromise on atmosphere.

"The living area is designed to be a place where friends and family gather, cook and linger – and the fireplace promotes that type of atmosphere.

"With the EcoSmart Fire, I can come home and have a fire going before I've even had time to pour a glass of wine. It's created the perfect balance of light, openness and aspect of movement. It's a spectacular feature."





2/ CUSTOM KING

FOR OVER FOUR YEARS, INTERNATIONALLY RENOWNED SAN DIEGO BASED CUSTOM FURNITURE DESIGNER AND MAKER JAMIE HUFFMAN HAS EMBRACED THE ELEMENT OF FIRE, WORKING CLOSELY WITH ECOSMART FIRE TO INCORPORATE FIRE DESIGN INTO HIS STUNNING CUSTOM FURNITURE PIECES.



MODEL: XL700
LOCATION: La Jolla, US
DESIGNER: Jamie Huffman
www.surfacefurniture.com

“I use EcoSmart Fire burners because they’re beautifully and thoughtfully designed, well-built and clean burning which embodies the sustainability values I adhere to in my work,”

JAMIE HUFFMAN, CUSTOM FURNITURE DESIGNER AND MAKER

“The biggest benefit to me is freedom. Because EcoSmart Fires are clean burning, I can design for any space, indoors and out, and the product variety allows for nearly limitless design options for fireplace furniture. They really are the best of their kind on the market.”

La Jolla

Jamie’s design, innovation and fabrication company Surface Furniture was recently engaged by Safdie Rabines Architects to design specific custom furniture pieces, including a dining table and bedside tables, for a stunning new house to be built overlooking the Pacific Ocean at La Jolla, California.

At the heart of the new home, Jamie was also tasked with creating a fireplace centerpiece in the main living area to sculpturally define and celebrate the clients’ modern sensibilities. And the result is impressive: two fireplaces - one interior and one exterior - separated by vast sliding glass doors that open up the facade of the house to the expansive ocean views.



"The house layout is designed to blur the lines between the exterior and the interior, and the positioning of the fireplaces accentuates this aspect of the architecture," says Jamie.

Jamie incorporated two XL700 EcoSmart Fire burners into lightweight fibre reinforced concrete matched to the colour and texture of the floor tiles to give the impression of being pulled upward. And according to Jamie, the architecture and the client were the inspiration for the design.

"The fireplaces are an extrusion of the architecture, and an extension of the clients who are not only minimalists, modernists and art lovers, but whose gracious and warm-hearted nature draws family and friends close to them," he explains.

"The fireplace furniture embodies this sense of community and fellowship, as fire tends to do, and is as much a piece of art as those that surround them.

"The clients couldn't be happier. I love that they appreciate this piece as much as they do, and that it's part of the larger picture - part of the architecture of a house that truly exemplifies its inhabitants. Without the design freedom of EcoSmart Fire, we wouldn't have been able to achieve what we did for this project, or have the impact that the design has on the space."

3/ ICONS & ITALIAN FLARE

ECOSMART FIRE IS WELL PLACED AT CRINITI'S. THE FAMILY CHAIN OF ITALIAN RESTAURANTS IN SYDNEY PRIDES ITSELF ON OFFERING THE BEST OF THE BEST – AND WITH ECOSMART FIRES INSTALLED IN TWO OF THE FOUR RESTAURANTS, THEY ARE IN GOOD COMPANY, WHETHER IT'S DUCATI MOTORCYCLES SUSPENDED FROM THE CEILING IN ONE OF THE RESTAURANTS, OR A FERRARI ENGINE FORMING THE STRUCTURE FOR THE LIGHT FITTING IN THE PRIVATE DINING ROOM.

The eclectic collection is partnered with exquisite tasting Southern Italian cuisine. From humble beginnings of 'Mamma Rosa's' recipes that remain true today, and 'Papa Cosimo's' vegetable garden, Frank Criniti has established four successful restaurants around Sydney, in Parramatta, Darling Harbour, Castle Hill and Woolloomooloo – and a fifth planned to open in 2013 in Manly.

In creating Criniti's restaurants in Darling Harbour and Castle Hill, Frank Criniti made the decision to install EcoSmart Fires and elected to use XL900 burners. And with the restaurants' rough furnishings, deep tones and unique features, the real life dancing flames in their steel casings are perfectly positioned against the traditional, large woodfired ovens and chefs weaving their magic on their latest pizza creation.

The XL burners in both restaurants are prominently located in expansive custom-made stone and timber benches which delineate the open kitchens, preparation and serving areas. The elongated flames sit behind a bespoke swirling steel grille, with the Criniti's logo clearly embossed above the eye-catching centrepiece.

The EcoSmart Fires are fitting for a room where every aspect is considered for its impact, from a wall feature combining a 2010 F1 Ferrari manifold with carbon ceramic front brakes of a 599 GTB Fiorano, to football jerseys from the best in the world. All of Criniti's restaurants have an unrivaled 'wow' factor.

"As part of the service industry, it can never be good enough; there is always room for improvement," says Frank Criniti.

"Atmosphere and exceptional quality of service is everything. We look for the finest ingredients in the food we serve, and equally deliver a stunning restaurant experience that our patrons will tell all their friends about."

And talk they do. Criniti's Facebook page has over 35,000 likes, and social media provides a platform to showcase their newest dish with expert imagery, or photographs of the latest party. Whether it's on Twitter, Instagram or Facebook, patrons are enjoying the opportunity to share just how much they enjoyed Criniti's dining experience.

"Every Criniti restaurant captures new and inspiring elements be it subtle or overt. With so many different items on display, patrons have a different take on the ambiance every time they visit, whether they are football, motorsport or food and wine enthusiasts, and that's what people enjoy," says Frank.

"The EcoSmart Fire combines the essential elements of being environmentally friendly and a sustainable feature, without compromising on style. At Criniti's, we never compromise and always deliver the best. The EcoSmart Fire fits our philosophy completely."

FRANK CRINITI, OWNER



MODEL: XL900

LOCATION: Criniti's Restaurant, Australia
www.crinitis.com.au





4/ BALI STYLE

ON THE COAST OF WA LIES A HOME CREATED TO GIVE ITS OWNERS A TASTE OF HOLIDAY LUXURY EVERY DAY. IN PARTICULAR, THE ROOM THAT ENCAPSULATES THIS PERFECTLY IS THE MASTER SUITE; LOCATED ON THE FIRST FLOOR, THE ROOM ENJOYS OCEAN AND GARDEN VIEWS, WHILST SERVING THE DUAL PURPOSES OF BEDROOM AND BATHROOM.



MODEL: 900DB
LOCATION: Western Australia
DESIGNER: Jason Saunders
www.arcseven1.com

“My clients love to holiday in Bali, and so I wanted to bring the luxury retreat experience into their home, so they could enjoy it every day,” says Jason Saunders, director of Arc Seven.1, the design company behind the creation of this home.

To further enhance this feeling of ultimate luxury, an EcoSmart Fire was installed as a kind of room divider rather than a more conventional wall or screen.

“The original design was to have the master bedroom and ensuite as separate rooms,” explains Jason. “However, as the design evolved, we decided to combine the two into one, so the views could be enjoyed from either space, and to really create a sense of a private retreat.

“The EcoSmart fire was the perfect solution to softly dividing the space; it fits so well with the mood of the room, and it is more interactive than a screen.”

JASON SAUNDERS,
DIRECTOR OF ARC SEVEN.1

The 900DB firebox, which features a unique see-through insert, is set into a fireplace that allows the flame to be viewed from both sides, so the owners can enjoy the warmth and flame while they are relaxing in the freestanding bath in the middle of the bathroom side, or from the comfort of their bed on the other side. A view of the nearby ocean plus their balcony / garden rooftop can also be enjoyed from both sides of the suite, with sheer curtains maintaining privacy without sacrificing the views.

“I was inspired by the Bulgari Hotel in Bali, where the rooms have an open plan bathroom with windows that mean the ocean views can be seen from the freestanding tub in the middle of the floor,” says Jason. “They also have plants right outside the window to give a tropical feel to the room; I’ve drawn inspiration from that too.”

The spa-like atmosphere is complemented by the neutral colour scheme that enhances the natural element of fire and the surrounding plant life; the floor and bathroom vanity cabinet are made from sandstone imported from Lebanon, while the unit holding the firebox has been constructed from polished stucco plaster.

Although this was the first time Jason and his team had used an EcoSmart Fire, he says he found it easy to install, and has since used other firebox models in various projects.

“One job I am working on at the moment has four EcoSmart fires incorporated into the design,” Jason says. “They are so versatile for both indoor and outdoor design, and are easier to work with than a traditional fireplace – much less mess.”

Jason describes the property, home to a married couple whose children have since moved out, as “inviting and warm”, with the master suite in particular having a resort-like feel that provides the owners with their own private retreat.

“I’ve seen a few other bedroom designs like it,” adds Jason. “People are striving towards being more creative, they want to be different.”

5/ STYLISH COMFORT

WHEN INTERIOR DESIGNER MARÉN NIEHOFF FROM HMG MBH & CO. KG WAS ASKED TO CREATE A MODERN, STYLISH AND COMFORTABLE LOBBY AREA FOR A NEW FIVE-STAR FLEMING'S DELUXE HOTEL FRANKFURT MAIN-RIVERSIDE, GERMANY – PART OF THE FLEMINGS GROUP – SHE WAS LOOKING FOR THE PERFECT FIREPLACE.



MODEL: XL900

LOCATION: Fleming's Deluxe Hotel
Frankfurt Main-Riverside, Germany

INTERIOR DESIGNER: Marén Niehoff

www.flemings-hotels.com

Maren found it in EcoSmart's XL900 burner. Due to the length and size of its flame, this burner fit the sleek, modern design of the lobby.

"We needed a perfect fitting solution due to the room situation," Marén says. "Of course the EcoSmart Fire XL 900 burner fits perfectly in our concept."

The size of the flame isn't only striking for Marén; she says the guests enjoy the fireplace a great deal. "The flame is very impressive – nobody has ever seen such a long flame with a combination of the surrounding materials of stone and glass."

The burner is set into a low metal bench against a specially made stacked stone wall.

Custom timber shelving in a deep hue frames the

fireplace, giving the room comfortable, old-school elegance. Contrast is provided by the stainless steel water feature behind the flame that reflects the light of the fire into the lounge.

The design concept for the lobby area was that of a 'home away from home' – for which Flemings is renowned – and one that still very much encompassed the elegance of five-star accommodation.

The XL900 burner appealed to Marén as it opened up the possibility of enjoying the luxury of a fireplace without the smoke or soot of a traditional fireplace.

She says it was the touch needed to enhance surrounding natural stone and timber textures.

"It needed to suit a comfy, but very stylish relaxing room with a mix of classical and modern elements,"

MARÉN NIEHOFF
INTERIOR DESIGNER

"On the one side we wanted to have a fire, but without any mess, because of the very exclusive interior."

After completing this project in August 2012, Marén names the flexibility in using and building the fireplace as reasons for using an EcoSmart burner in a future project.



MODEL: XL500

LOCATION: Rocksalt Bar & Grill, Australia

INTERIOR DESIGNER: Jill Barker



6/ CIRCLE OF FIRE

ROCKSALT BAR AND GRILL IS PERFECTLY LOCATED, NESTLED BETWEEN THE BEACH AND THE CITY OF WOLLONGONG ON NSW'S SOUTH COAST. A KEY FEATURE IS THE FLOOR TO CEILING WINDOWS, ALLOWING PATRONS TO TAKE IN THE BREATHTAKING OCEAN VIEWS.

With new owners, this quintessential beach restaurant and bar was to be given a facelift. It was the opportunity to create a space that was warm and welcoming in winter as well as in summer; a venue that was open and spacious, while being intimate.

"It was a space that would embrace seemingly contradictory elements. I was excited to create a restaurant that's inspired by the beach vista, but not dictated by it," says Jill Barker, owner of Colour Counsel and interior designer for the restaurant.

Outside the square

One of the biggest challenges in redesigning the restaurant was the large supporting beam (column) offset from the centre of the restaurant.

"Because of the beam's location, it created a disproportionate look. We had to either try and hide it or incorporate it into the design. We chose the latter and a 'chimney' was born," says Jill.

To transform the column, Jill chose four EcoSmart XL500 burners because of their elongated flames, which worked perfectly in a room of oversized dimensions. The burners were installed in a circular fashion in a 20mm thick CaesarStone plinth, which in turn sits on a round steel frame and base.

Four elegant 'Duo' curved fire screens were then fitted around each burner, providing an uncompromising view of the flame and also enhancing the safety of operating an open fireplace in a public environment. To further accentuate the flames' reflection, reflective material was used for the column, creating a distinctive feature which can be seen from most parts of the bar and restaurant.

"The concept of a living flame in the centre of the restaurant creating a beautiful focal point became integral to my design. A flickering light shining through the windows creates the perfect gathering point for those inside and a welcoming sight for those outside," says Jill.

Beach influence

"I didn't want to create the classic beachside restaurant, but something that was more glamorous and textual; the EcoSmart Fire became fundamental to this concept," Jill adds.

Alongside the Fire, Jill incorporated some principle elements of the coastline and ocean into the design, with the large serving area in the restaurant hand painted gold, bringing the colours of the beach and the sparkle of the water into the room.

"Expiration breeds inspiration, and the obscure supporting beam became a feature of the restaurant that created a beautiful focal point – the wow factor – as well as generated a warm, cosy environment in winter."

JILL BARKER, INTERIOR DESIGNER

7/ UNDERSTATED LUXURY

ACHIEVING UNDERSTATED ELEGANCE INSIDE THIS BEACHFRONT PENTHOUSE APARTMENT IN NEWCASTLE WAS THE PRIME OBJECTIVE FOR COCO REPUBLIC'S SENIOR INTERIOR DESIGNER NATASHA LEVAK.

Drawing inspiration from the wild oceanscape outside, the interior design scheme features soft blues and neutral sand colours, with textures and finishes in natural wood, grass and stone.

In contrast to these cool elements, situated as the centrepiece of the sitting room, is the EcoSmart Fire 1200SS, designed to add warmth and an undeniable sense of comfort to the space.

"The apartments are situated in such an incredible location, so it was vital that the design scheme sat in harmony with the view outside," says Natasha. "The interiors are designed to reflect the contemporary building design and to bring to life the natural colours of the beachfront vista.

"EcoSmart was chosen due to the minimal service requirements for the unit to run – no gas or flu outlet required. That particular burner, with its long and low design, was installed in order to create a feature along what was a blank empty wall prior. Creating the fireplace chimney frame in gyprock and installing the firebox meant that symmetry and balance was also introduced, allowing the lounge room furniture to sit comfortably around it."

NATASHA LEVAK, COCO REPUBLIC'S SENIOR INTERIOR DESIGNER

The natural textures of the faux timber wallpaper covering the focal wall and custom-made cabinetry are enhanced by the natural light entering the room through the floor to ceiling glass doors, opening on to a beachfront balcony.

The modern finish on the 2-PAC satin Polyurethane on the cabinetry complements the contemporary design of the EcoSmart firebox and burner and provides contrast to the rough, grainy texture of the timber wallpaper. And the soft look and feel of the furnishings speaks of ultimate comfort, while still maintaining a contemporary sophistication.

"With an emphasis on sophisticated, relaxed living, we have created understated luxury in these absolute beachfront apartments," says Natasha.



MODEL: 1200SS

LOCATION: Newcastle, Australia

INTERIOR DESIGNER: Natasha Levak
www.cocorepublic.com.au

8/ FIERY REFLECTIONS

THE DRAMATIC TENSION BETWEEN FIRE AND WATER CREATED WHEN ECOSMART'S XL900 BURNER WAS INCORPORATED INTO A POOL HOUSE WAS THE PERFECT DESIGN SOLUTION FOR THE PORTSEA PRIVATE POOL PAVILION PROJECT.

The brief given to design Architect Jason Camenzuli from CLP Architecture was to craft a pool house that was to serve as a framed backdrop to the main living area of the residence that would become a feature element at night. It also needed to provide space for food preparation and cooking.

"The concept was to provide a modern floating pavilion," says Jason. "The entire frame 'floats' above the ground seemingly supported by an illuminated sheet of water."

The EcoSmart Fire strategically placed above a water feature of the same length certainly makes the pool house the aesthetic feature of the outdoor entertainment area, with the fire seeming to shine even brighter due to its reflection in the movement of the water below.

Jason says the low maintenance nature of the EcoSmart XL900 also played a part in the decision to incorporate it into the design.

"Fire was incorporated as a contrasting element to water, as the two traditional elements help create an aesthetic tension and drama at night."

JASON CAMENZULI, CLP ARCHITECTURE

"The EcoSmart fireplace was chosen primarily because of its minimal profile and non-fluing requirement."

The project team, consisting of Jason and co-worker Peter Collings, needed to create a practical space that was also a visually appealing addition to the client's private pool.

A mixture of natural colours and textures, including whites and rich-hued timber, provided the level of contrast needed to emphasise particularly the elements of fire and water. The fire is flanked by a bespoke white bench / cabinet at one end and a lounge at the other.

"The basic component elements of the pavilion are a black steel frame internally wrapped with hardwood timber slats, and there is a mosaic tiled black screen backdrop with bubble reference cut-outs, with a floating horizontal white furniture zone," says Jason. "The colours and materials were chosen to differentiate and highlight various component elements."

The steel box that encompasses the EcoSmart Fire was an element incorporated to emphasise the EcoSmart XL900 burner; at night the box glows orange with the light of the flame, giving the pool house a beautiful glow.

Built by KLE Building and joinery by Krueger Shopfitters, the project is a fabulous addition to the client's existing pool area.

"It certainly achieves the dramatic backdrop whilst also satisfying the functional requirements of the brief," says Jason.





MODEL: XL900

LOCATION: Portsea, Australia

ARCHITECTS: CLP Architecture
www.clparchitecture.com

PHOTO: Jason Camenzuli from CLP Architecture





MODELS: Stix, Bulb, Flare, Lighthouse Series
LOCATION: New American Home, US
ARCHITECTS: Blue Heron Design Build
www.blueheron.com



9/ ORGANIC ELEMENTS

THE NEW AMERICAN HOME HAS BEEN ACCLAIMED AS A SYMBOL OF ENERGY EFFICIENCY AND INNOVATION. AND FOR LAS VEGAS-BASED COMPANY BLUE HERON DESIGN BUILD, CREATOR OF THE 2013 NEW AMERICAN HOME, IT WAS A CHANCE TO SHOWCASE HOW THEY COULD PUSH THE BOUNDARIES OF INNOVATIVE DESIGN.

It also provided an opportunity to demonstrate Blue Heron's use of organic materials, clean and simple lines and the newest developments in sustainable technology.

"The whole concept from the very beginning was this totally different style: the desert contemporary aesthetic," explains Tyler Jones, co-founder and chief executive of Blue Heron Design Build.

"We strived to create a sense of comfort and 'home', while maintaining the ultra-clean design of our architecture. We tried to put together something really special with an innovative look and technologies."

An integral component of this approach was a variety of EcoSmart Fires which, Tyler says, were chosen to fit the contemporary design, "as each model is modern and simplistic in its design."

Myriad freestanding EcoSmart Fires were used throughout the home to enhance water features and feature walls, provide ambient lighting for alfresco areas and indoor living spaces, and define key design elements.

Fire and water

The home, built in Las Vegas, was designed by Blue Heron's in-house architect, Michael Gardner. With a return to natural elements currently trending in home design, the relationship between organic materials forms the central concept, the main element being a water feature measuring thousands of square feet. And EcoSmart Fires strategically complement this feature.

"Water and fire were used because they were natural elements that intensified the effects of the other," says Tyler. "The reflective quality of the water doubles the ambience and warmth. These elements are further complemented by natural stone, sustainable wood materials and a warm colour palette."

Tyler and his team pride themselves on being passionate, energetic designers who strive to try new things. Inventive use of organic and sustainable materials includes a wall made from steel mesh and stacked stones to marvellous effect, and wood-like material that is actually made from recycled rice husks and is completely sustainable.

Interior designer at Blue Heron Build Design, Lyndsay Janssen, says the use of these materials was essential to the holistic design of the home.

"We designed spaces that would capture all the elements – including nature, water and fire – while encompassing the overall atmosphere of the home," she says. "Fire was incorporated to add interest to the global design by creating a visual focus in different spaces throughout the home – both on the inside and out."

Although the Blue Heron team had never used EcoSmart fires before this project, they have since incorporated the product into several more recent projects.

"There are so many fire products out there, but rarely is there something that is designed beautifully and simply, and works well with the contemporary home,"

TYLER JONES, CO-FOUNDER AND CHIEF EXECUTIVE OF BLUE HERON DESIGN BUILD.

10/ SYNERGY FROM THE START



MODEL: XL900

LOCATION: Houston Texas, US

INTERIOR DESIGNER: Daniel Vandenkark

WHEN DANIEL VANDENBARK WALKED INTO THIS NEWLY BUILT LOFT-STYLE CONDOMINIUM IN HOUSTON TEXAS, HE KNEW EXACTLY WHERE A FIREPLACE SHOULD BE POSITIONED. "THE SECOND I WALKED IN, I KNEW THIS PARTICULAR WALL WOULD BE IDEAL," DANIEL SAYS. "IT WOULD MEAN YOU COULD SEE THE GLOW OF THE FIRE FROM THE TV ROOM AND SURROUNDING LIVING SPACES."

Daniel enjoys creating spaces around the EcoSmart Fires, and this dwelling is no exception.

"I like to find a home for the fire and build around that," he explains. "I knew an EcoSmart Fire would fit into this Houston loft perfectly and fit my client's desire to have a space that would intrigue the rustic elements of the loft conversion while maintaining simplicity and comfort."

To create the bespoke fire feature, Daniel chose the XL900 burner and combined it with a stainless steel surround, delicately arching a specially cut piece of vertically cantilevered white Carrara marble, which was then affixed to a cantilevered walnut ledge/bench.

"The tension of physics combined with the contrast in materials ensures a stunning venue for the unique flame of the XL900 burner to come alive,"

DANIEL VANDENBARK
INTERIOR DESIGNER

American Clay, a natural wall finish with energetic properties, has been applied on the rear accent wall with a heavy texture finish to ground the entire space. "I'm a designer who designs 'green'," Daniel says.

"My design choices begin and end with goals of reducing the impact to the planet while making no compromise to style and comfort."

All furniture for the loft was custom designed by Daniel. "Everything was built in Los Angeles and transported directly to Houston, with carbon offsetting, for the installation," Daniel explains.

Summing up the overall look of the fire feature, Daniel says: "Nothing fits better than 'custom dezzine', and I can achieve this with the ingenuity, flexibility and safety of the EcoSmart Fire."

SETTING THE BENCHMARK

Established in 2002, The Fire Company is an Australian design, innovation and export success story. Its ground-breaking range of eco-friendly bioethanol fireplaces, burners and accessories can now be found in 55 countries worldwide, across a diverse range of architectural environments.

Since its inception, The Fire Company has been at the forefront of innovation and continues to set benchmarks in design, originality, safety and sustainability. The Fire Company has pioneered the evolution of the now well-established international bioethanol fireplace industry and has led the creation of global standards and testing platforms.

As the industry becomes more regulated, EcoSmart Fire is dedicated to the ongoing support and guidance in the creation of standards and to complying with these regulatory requirements.

Bioethanol fireplaces are classified by regulations and standards as decorative fireplace appliances. Copies of test results are available to qualified applicants.

SAFETY FIRST

Mixing fire, dangerous goods and human beings is a serious business, something we factor in from concept to creation.

As one of the first brands of "Unvented alcohol fuel burning decorative appliances" in what is now a vastly competitive global market, our award winning collection continues to set benchmarks in many arenas - from the quality of manufacturing, to the operational system and built in safety features, through to the certification achieved from various testing bodies around the world, the EcoSmart™ Fire is ever at the forefront of design, technology and safety.

EcoSmart Fires are accompanied by a proprietary operational system that ensures the safe operation of the product. Every aspect from decanting the fuel, lighting the flame, regulating the flame to extinguishing the flame has been thought through and accessorised in order to control the method of operation. As the most independently tested product on the market we offer peace of mind and have an excellent safety record.

AWARD WINNING

EcoSmart Fires were launched onto the global stage in 2004 and in the same year were awarded an Australian Design Mark. Since then, our accolades have expanded to include:

- 2011 IIDA/HD Award for Excellence (USA)
- 2011 DesignEx Best New Product (AUS)
- 2011 FINALIST Australian International Design Awards (AUS)
- 2010 International Hotel, Motel + Restaurant Show, New York
- 2010 Editor's Choice Award for Best New Product - Green Design (USA)
- 2009 Australian International Design Award (AUS)



FLARE



SIMPLE YET STRIKING, THE ECOSMART FLARE IS DESIGNED TO COMMAND ATTENTION WITH ITS ELEVATED, LUMINOUS FLAME.

Housed in a toughened, mouth-blown glass cylinder and featuring a textured, powder-coated black finish, Flare provides a stunning focal point for a range of alfresco settings. It's equally captivating when used as a solitary centrepiece or grouped together. And it can be easily mounted as a permanent fixture or utilised as a portable unit.

A clever fusion of functionality, personality and versatility, Flare brings entertaining spaces to life and creates a mesmerising feature, whether for a hospitality or residential environment.

E-NRG – IT'S NATURAL, RENEWABLE, GREEN.

Bioethanol comes in many different brands and blends. Where available we recommend e-nrg.

E-NRG produces a beautiful, vibrant flame that burns longer and cleaner - and for your convenience it's available online.

Fire up your EcoSmart Fire with the best, cleanest bioethanol available.

www.e-nrg.com www.e-nrg.com.au



Your safety is our number one priority. Here are some important safety reminders: 1. USE ONLY for Ventless Fireplaces. NEVER use for any other product or appliance. 2. NEVER allow e-NRG to be poured onto an open flame. Misuse can be dangerous. Serious harm can arise. 3. Before using e-NRG, please carefully read the e-NRG label on the box and bottle, as well as the MSDS which can be found on our website. 4. Always use e-NRG in accordance with the operating instructions provided by the manufacturer of your Ventless Fireplace. 5. Only use e-NRG with operating accessories supplied with your ventless fireplace. Additional or replacement operating accessories such as Jerry Cans, Lighting Rods and Lighters can be purchased by emailing info@e-nrg.com. 6. And please remember to keep this product away from children at all times.

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PRODUCT INFORMATION & CUSTOMER SERVICE

Contact our Customer Service Team for information about any of our products, including technical questions and pricing enquiries. info@ecosmartfire.com

COMMERCIAL & MULTI-UNIT ENQUIRIES

Contact our Commercial Sales Division to learn how to incorporate EcoSmart Fire into your next large scale development. specify@ecosmartfire.com

MEDIA ENQUIRIES

For access to our library of press releases and high resolution imagery, you can request access to our document library, or information from our media representative. media@ecosmartfire.com

www.ecosmartfire.com

