

ecosmart<sup>™</sup>  
Fire

LEADERS OF THE GLOBAL BIOETHANOL FIREPLACE EVOLUTION

# LOOK BOOK

ISSUE / 6

WHETHER IT'S A DESIGNER SHOWROOM,  
ACCLAIMED RESTAURANT, FIVE STAR HOTEL,  
OR A PRIVATE RESIDENCE, ECOSMART FIRES  
BRING THE DESIRED STATEMENT TO ALL  
KINDS OF SPACES.



# MAKING A STATEMENT

FIRE: AN ELEMENT THAT HAS BEEN AROUND SINCE THE DAWN OF TIME AND HAS ALWAYS HELD A CERTAIN QUALITY THAT DRAWS US IN. HOWEVER, OUR MODERN RELATIONSHIP WITH FIRE HAS BECOME A LITTLE MORE COMPLICATED - USED MORE FREQUENTLY NOW FOR CREATING AMBIENCE OR A DESIGN FOCAL POINT THAN BEING A CRUCIAL FACTOR IN OUR SURVIVAL.

The endlessly adaptable designs from EcoSmart Fire provide designers with so many options – whether a project requires a sophisticated and subtle accent, or something that will really create impact, these burners are all about making a statement.

In restaurants, hotels, showrooms and private homes all over the world, the design features of EcoSmart Fires allow designers to make any kind of statement they wish.

Fire is a particularly suitable design element to be used in a hospitality setting, as seen in South Australia's Junction Moama, which prides itself on creating the perfect atmosphere with local wine, fresh produce and a stylish setting.

At the other end of the design spectrum is the industrial style refurbishment of waterfront venue The [M]eatery, on the NSW South Coast. After many years as Wollongong's Rock Salt Bar and Grill, the formal dining space has been transformed, creating a casual and inviting space for friends to share succulent platters of meat. In executing her complete overhaul of the space, the one feature designer Cristina Hofman decided to keep was the fiery centerpiece – four EcoSmart burners centered around an industrial-style column.

And when it comes to being the centre of attention – the Allegro Hotel Chicago, built in the heart of the city's theatre district in the 1920s, certainly has a fireplace that will start conversations. The EcoSmart Stix model is usually used in outdoor settings, but Rebecca Otto from Gettys surprises by utilizing three of these burners inside the lobby, invoking a theatrical and glamorous mood.

Far from being attention seeking, the brief to retrofit a fireplace and entertainment unit in a Hollywood Hills home was deceptively simple - add warmth and ambience to the space while retaining the masculine feel. Jeffrey Strnad of Beach House Design and Development then found his otherwise "blank palette" was constricted by 12 inch poured concrete walls. The EcoSmart XL900's flexible design allowed him to create a long ribbon fire that not only fitted the space, but created the perception that it was floating off the wall.

Combining the elements of earth and fire took a practical piece of furniture from ordinary to extraordinary in a Hong Kong home unit. An expat Australian family of four found storage was an issue in their home, so they engaged Rosie Blay from Liquid Design to create a large dividing unit in the living space. It needed to match the natural and earthy materials used in the home, so Rosie used honeycomb metal covered in beige stone veneer. Rosie incorporated two EcoSmart burners in the middle of the 4.2-metre-long unit, thus creating focal points for the living room, entry and hallway.

Ambience. Statements. Enhancements. EcoSmart Fire.

Front and Opposite Image:  
Junction Moama (AUS)

## FEATURED STORIES

### 1/ INDUSTRIAL PANACHE

Key to a complete redesign of this waterfront restaurant venue was ensuring the dark interior didn't suck the energy – four EcoSmart flames centred around an industrial style support beam gave the [M]eatery the anchor it needed.

### 2/ ADDING SPARK TO SOPHISTICATION

Hospitality creates an ideal environment for guests, and accounts for how the food, drink and aesthetics shape mood. The atmosphere fire brings to two spaces at a Murray River (South Australia) restaurant shows how effectively a spark can be added.

### 3/ FIERY THEATRICS

Drama, glamour, music and movement – these are just a few of the concepts three EcoSmart Stix fireplaces brought to life in a redesigned boutique hotel in the heart of downtown Chicago.

### 4/ RAW DESIGN AT ITS BEST

Opulent, with raw details and industrial design features, this new Sydney salon, owned by celebrity hair stylist Anthony Nader, needed a fiery focal point that encapsulated quality, contemporary style and a polished, raw finish.

### 5/ FIRING UP DESIGN

A showroom needs to put its best foot forward to leave the best impression on visitors – luckily the Architects of Fire in Germany knew two EcoSmart burners would create the best aesthetic for the Hoflehner Interiors showroom.

### 6/ RIBBON OF FIRE

Warmth and ambience are hard aspects to introduce to a living space built from concrete, steel and glass. However, the design flexibility an EcoSmart burner gave designer Jeffrey Strnad the license to fit the brief perfectly.

### 7/ GATHERING PLACE HEART OF THE WORKPLACE

A custom-made winter holiday decoration for an American marketing company is taken to the next level with a large EcoSmart burner featuring glass panelling – decorations don't always have to be traditional!

### 8/ URBAN RETREAT

Eccentric and functional aesthetics are king in this cosy family retreat in the middle of bustling Hong Kong. Two EcoSmart burners set into a clever storage unit are the key to combining practical elements and striking design.

### 9/ BROWN JORDAN FIRES

Bringing together Brown Jordan's contemporary look with EcoSmart Fire's expertise in bioethanol fire design only seemed natural – and has resulted in some incredible pieces.

### 10/ OPPOSITES ATTRACT

Bohemian chic and modern bachelor cool – completely different styles, and yet these suites in the Residences at W Hollywood both benefit from the same EcoSmart burner model.

# 1/ INDUSTRIAL PANACHE



FROM A FORMAL DINING SPACE FULL OF LUXURIOUS FABRICS AND ELEGANT FURNISHINGS, TO A CASUAL EATERY FEATURING INDUSTRIAL DETAIL LIKE STEEL AND MOODY COLOURS – CRISTINA HOFMAN FROM AT HOME INTERIORS TRULY TRANSFORMED THIS WATERFRONT RESTAURANT.

However, there was one feature that remained untouched during the renovation work because of its irreplaceable effect on the ambience and atmosphere of the Wollongong venue.

“It’s such a large space, so it needed something to anchor it,” explains Cristina. “The four EcoSmart fires centred around the large concrete support column creates a stunning focal point. The fire, the steel elements, the pops of red and the dark roof just all works perfectly together to create a space full of ambience.”

Previously the RockSalt Bar and Grill, the new owners requested a completely different look to go with the menu overhaul and new name.

“The design brief was to overhaul the entire space and make it more casual and inviting, as the previous venue was quite formal,” explains Cristina. “It used to be a seafood restaurant, but because they changed the menu to mainly meat, we wanted an interior that fit that, so we decided a soft industrial look would be best for The [M]eatery.”

This style also aimed to attract a younger clientele – Cristina was sure to incorporate large, communal tables to encourage the sharing of food (such as the platters of succulent meat that are now available) as well as splashes of red, a black ceiling, a raw brick mural and chalk drawings.

Live music is also slowly being introduced, which, combined with the fire and moody interior design, makes for a relaxed and inviting atmosphere.

“The fire really centres the space I think,” says Cristina. “We anchored some pendant lights around it to really make it pop. The whole look is very unexpected for a beachfront restaurant, as you might expect a light, bright room with accents of soft blue or something to that affect. That’s why we went in the opposite direction with the new design.”

Although not the original designer that selected the EcoSmart fires, Cristina sings its praises.

“The EcoSmart fires are just so versatile in terms of how you can use them in a design, they look stylish, have a compact design, aren’t messy and don’t need to be vented. I’m looking at including them in my next project.”

CRISTINA HOFMAN, INTERIOR DESIGNER

Cristina has received a stack of compliments from customers who love the new design of the [M]eatery, and has even been tracked down by other restaurant owners who would like her to refurbish their dining venues also!

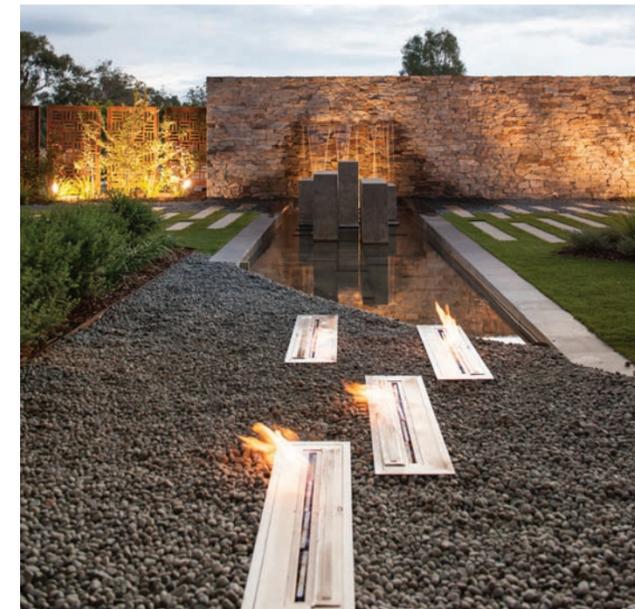


PREVIOUSLY THE ROCKSALT BAR AND GRILL.



MODEL: XL500 x 4  
LOCATION: [M]eatery, Wollongong AUS  
DESIGNER: Cristina Hofman  
www.themeatery.com.au  
www.wollongongdesignstudio.com.au

## 2/ ADDING SPARK TO SOPHISTICATION



**JUNCTION MOAMA, A RESTAURANT AND DINING SPACE LOCATED ON SOUTH AUSTRALIA'S MURRAY RIVER, PRIDES ITSELF ON USING LOCAL PRODUCE TO CREATE SUPERB FOOD, WINE, COCKTAILS AND CRAFT BEER, AND PROVIDING A STYLISH VENUE FOR FRIENDS AND FAMILY TO GATHER TO ENJOY THESE SPECIALTIES.**

In doing so, it has created a sophisticated atmosphere that can only be further complemented by the addition of two EcoSmart fire features throughout the space.

"The EcoSmart burners provide the warm and ambient environment that hospitality projects are always looking to have," says Victor Cheung from Altis Architecture, who was commissioned to re-design Junction Moama. "One fire is located in the fire pit within the birdcage terrace, and the other forms part of the water and fire feature in the garden area.

"These two areas have got a totally different feel to them, so we were working with two briefs and two design ideas."

This two-pronged approach to re-designing Junction Moama was extremely appropriate for the multi-purpose venue, which can be split to cater for several different kinds of functions, small or large.

"The whole area is able to be opened up or broken down do to specific customer or function needs," explains Victor.

"The design brief for the installation at the birdcage was to create a fire pit within the giant birdcage for patrons to gather around, especially during the winter period. It was designed to create a focal point at the southern part of the Moama bowling club. The fire pit and the hanging chandelier were placed at the centre of the birdcage to provide an ambient environment for the patrons to enjoy.

**"[Therefore] the fire needed to offer both visual and physical comfort so patrons can sit around the fire pit with a glass of wine. The fire works well with the pit design and natural stone pebbles to create a gathering space."**

VICTOR CHEUNG, ARCHITECT

Utilising the drawing effect that fire seems to have on people, Victor has crafted several design focal points with EcoSmart burners within Junction Moama.

Like the fire pit created for the birdcage space, Victor's design intention of the water / fire feature was to create visual interest in the space, plus form another place that people will naturally congregate around.

"The concept of the design was to create a transformation from "wet" water to "dry" fire," he explains. "We placed the fire near the patrons to give the sense of warmth with the water feature as a backdrop."

After initially specifying two gas fires for Junction Moama, safety concerns and Australian regulations took this option off the table – luckily, EcoSmart Fire offered a perfect solution to the issue, with clean burning ethanol fuel, quality construction and innovative design that has been rigorously tested to adhere to worldwide safety standards.

"With the look we were trying to create, especially in the birdcage, we required a flame that was going to make an impact in a big way without posing a safety problem to patrons of Junction Moama," says Victor. "So the decision to choose EcoSmart was driven by the size and appearance of the fireplace we wanted to achieve."



MODEL: XL500 x 3 & XL900 x 4  
LOCATION: Junction Moama, AUS  
ARCHITECT: Victor Cheung  
[www.altisarchitecture.com](http://www.altisarchitecture.com)

# 3/ FIERY THEATRICALS

WHEN YOU THINK OF THEATRE, WHAT COMES TO MIND? DRAMA, GLAMOUR, MUSIC AND MOVEMENT – THESE ARE JUST SOME THEATRICAL ELEMENTS THE AWARD-WINNING SIMEONE DEARY DESIGN GROUP CAPTURED IN THEIR REDESIGN OF THE BOUTIQUE ALLEGRO HOTEL IN THE HEART OF DOWNTOWN CHICAGO.

For Simeone Deary, the main objective was to use materials and furnishings in unexpected ways to achieve a theatrical feel in the Allegro Hotel's third floor lounge and meeting room. This is where EcoSmart's Stix fires came into play.

"The wall we wanted to set the fireplace into was quite long, so I think people would expect a long and linear fireplace," explains Rebecca Otto, Senior Project Designer. "We decided to mix it up and put in three separate fires. The EcoSmart Stix fires are very visually effective on their own, but they are even

more so when placed together in a group."

The historic building that comprises the Allegro Hotel Chicago was built in the center of the city's theatre district in the 1920s, while the refurbishment was completed in April 2014; this made Simeone Deary aware of the importance of being respectful to the history of the hotel with their redesign.

"We designed around the original L-shaped room configuration which essentially feels like two different spaces. The first space has a bit of a men's

club feel featuring a dark color scheme, hardwood floors and dramatic black and blue stonework set around the fireplace. The lighter part of the room incorporates newly exposed windows which let in the light, soft brushed metallic finished tiles and shimmery drapery. The underlying concept of our design for each space is reflective of the different parts of a musical score. The lighter space sparkles like higher, faster music, and the darker part, with the romantic element of fire reflects a slower tempo," explains Rebecca.

The historical significance of the building also meant that creating space for a traditional fireplace with a flue or chimney was not possible.

"The flexibility of the EcoSmart product allowed us to put a fireplace in this space even though it is configured between a ballroom and a kitchen," says Rebecca.

"There is a practical element to the EcoSmart fires as well. You can put in a set amount of fuel and it will run for a number of hours, perfect for the purpose of the room, which is to host small gatherings for a few hours on occasion."

The Allegro Hotel operators are so pleased with the finished redesign of the meeting room, they have asked Simeone Deary to work on the rest of the hotel!

"They say it used to be the most underutilized room in the hotel and now it's the most coveted!" she laughs.

MODEL: Stix  
LOCATION: CHICAGO, ILLINOIS US  
DESIGNER: Simeone Deary  
[www.simeonedear.com](http://www.simeonedear.com)



# 5/ FIRING UP DESIGN

ANY BUSINESS KNOWS THAT FIRST IMPRESSIONS CAN MAKE OR BREAK YOU WHEN IT COMES TO ATTRACTING NEW CLIENTS. SO WHEN HOFLEHNER INTERIORS COMMISSIONED MICHAEL PROHASKA OF BRENN-PUNKT, ARCHITECTS OF FIRE, TO WORK HIS MAGIC ON ONE OF HOFLEHNER'S SHOWROOMS, ALL INVOLVED KNEW THE DESIGN HAD TO MAKE A VISUAL IMPACT.

Their Showroom in Linz, Austria, has now been transformed by the addition of two EcoSmart burners, which Michael selected not only for their aesthetics, but for practical reasons too.

"First and foremost our client wanted a timeless, clean design using fire as a central piece in the space," explains Michael. "It also needed to be clean burning, with no soot, smoke or ash to be released into the air in the showroom."

EcoSmart burners and fireplaces have the finest, most beautiful flames of all ethanol burners – having an impactful and beautiful flame was one of the main criteria we wanted to fulfil. Our client loved the implementation of EcoSmart fire. The main design in the showroom was his idea!"

MICHAEL PROHASKA, BRENN-PUNKT

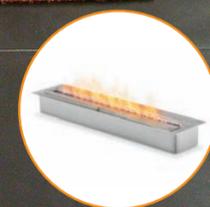
Hoflehner Interiors prides themselves on their overall aesthetics planning. Their philosophy states that every detail in a space contributes to the total mood and style of the room. So, taking a leaf out of their book, considering all other items in the showroom space before designing a suitable fireplace was a priority for Michael.

"The fire is for aesthetic reasons only – the whole design of the EcoSmart burner is very smooth and sleek, and we paired it with tiles and other modern smooth textures to fit with the feel of the client's showroom," says Michael. "The clean and even design works perfectly within the space."

Also, the big variety of burner sizes and models gave us a lot of choice. When we were working the design of the fireplace into the space, it helped so much that the EcoSmart website provides all of the relevant planning data, 3D data and CAD files.

This is a very useful service that allows designers to plan how we are going to incorporate individual fireplaces, including burners and fireboxes, into a space, using the exact measurements provided."

Michael and the team at brenn-punkt, Architects of Fire, have used EcoSmart fires several times before, and are now working exclusively with the brand on future projects. They currently have a vision to install EcoSmart in a hotel or restaurant.



MODEL: XL900  
LOCATION: Linz, Austria  
ARCHITECT: Michael Prohaska / [www.brenn-punkt.at](http://www.brenn-punkt.at)  
Hoflehner Interiors / [www.hoflehnerinteriors.at](http://www.hoflehnerinteriors.at)  
PHOTO: Erwin Wimmer, Pasching / Austria

# 4/ RAW DESIGN AT ITS BEST

AN "OPULENT NEW YORK LOFT WITH RAW AESTHETICS AND INDUSTRIAL ELEMENTS" – THIS IS THE VISION RENOWNED AUSTRALIAN HAIR STYLIST ANTHONY NADER HAD FOR HIS REFURBISHED SALON IN THE TRENDY INNER SYDNEY SUBURB OF SURRY HILLS.

MODEL: 1200DB  
LOCATION: Sydney, Australia  
ARCHITECT: Joe Snell  
[rawhair.com.au](http://rawhair.com.au)  
[calida.com.au](http://calida.com.au)



That is exactly what has been achieved with the combination of blonde wood, exposed brick, copper piping, wooden beams and an EcoSmart burner.

Joe Snell of Snell Architects worked with Anthony to develop the design concept, and with Snell's legendary eye for detail, Anthony was all ears when he suggested looking into an EcoSmart fire for the space.

"As soon as I saw it, I knew we had to have one," says Anthony

"You pay for the quality of the product, and other brands just can't compare to EcoSmart with their design."

ANTHONY, RAW HAIR

"Lots of hair salons have fireplaces, but they are mostly very traditional, and I knew I wanted something more modern and contemporary for RAW. We like to be a bit different here!"

'A bit different' is a modest appraisal of what RAW encapsulates – exposed, raw materials that still feel expensive create an 'under construction' look but with a polished finish.

Quality finishes is what you would expect from Calida Builders, the same construction company that renovated the Sydney Giorgio Armani store, multiple Sass & Bide shops and the Westfield Bondi Junction Tiffany & Co.

Situated on the corner of Commonwealth and Campbell streets in Surry Hills, the salon has many windows that allow passers-by to glimpse the fire.

"The fire is a great focal point for people who are walking past and looking in," says Anthony. "We keep the fire turned on almost 24/7 so it certainly gets everyone's attention!"

Those lucky enough to secure an appointment inside RAW Hair are also treated to the mesmerising effect of the fireplace.

"The salon is split into two sections by a floor-to-ceiling bookshelf that was built around the EcoSmart fire," explains Anthony. "The shelf contains a mixture of objects that are placed there as reflections of what RAW is... books, vases of flowers, little pieces of art, some products. You can see straight through from the main salon area into the wash basin area at the back."

"It's a completely different mood in there; it is soundproofed so we have different music and lighting. As clients get their hair washed they can look straight through the fire place and see the rest of the salon. I think it joins the whole space together nicely."





# 6/ RIBBON OF FIRE

HOW DO YOU BRING A SENSE OF WARMTH AND AMBIENCE TO A LIVING ROOM BUILT OF CONCRETE, STEEL AND GLASS WHILE MAINTAINING A SENSE OF CONTINUITY WITH THE HOME'S DESIGN?



MODEL: XL900 x 3  
LOCATION: Beverly Hills Hillside, USA  
DESIGNER: Jeffrey Strnad  
www.designbuildinvest.com

That was the challenge designer Jeffrey Strnad of Beach House Design and Development faced when he was commissioned to design, build and install a fireplace and entertainment unit in this elegant Beverly Hills home.

"Initially the brief was just about functionality, and a masculine feel to match the rest of the other materials utilised in the original construction of the house," Jeffrey says. "Apart from that they gave us a blank palette."

Which probably sounds easy until you consider what the blank palette consisted of. "The challenge was the house is all steel, concrete and glass," Jeffrey says. "The surrounding walls were 12" poured in place concrete and the ceiling above contained a lawn and rooftop pool. There was also no practical way to vent the fireplace, and from a functional standpoint, it had to combine function with ambience."

For Jeffrey, the EcoSmart XL900's overall quality and styling made it the obvious choice.

"The appeal of the EcoSmart fire was a combination of a couple of things," he says. "One, the flexibility of being able to design anything we wanted around the system. Unlike a traditional gas fireplace where box size, combustible material setbacks and venting constrain design, EcoSmart's ventless option allows for countless design options. Two, it was ecologically friendly to the environment. Other "canned" options do not look as sophisticated or sleek in a contemporary setting such as this."

The home's owners wanted to bring warmth, detail, depth and a masculine feel to the project. Jeffrey achieved this using oiled rubbed bronze and echoed other materials used in the house, such as the Macassar ebony in the furniture, as well as leather finished black granite.

"We knew we had to do something custom," he explains. "We thought if we incorporated multiple EcoSmart units we could create a long ribbon fire that gave the perception that it was floating off the wall."

Then there were the practical considerations. "There's about 5 feet of vertical stacking AV equipment we had to hide," Jeffrey says. "Also, we didn't want the fire to overheat the adjacent electrical components so we added firewalls, soundproofing for speakers hidden under the unit as well as select and well-placed LED strip lighting."

**"We also look at longevity and durability of the product. I started looking at all the specifications for EcoSmart and that formed the basis and we built around it."**

JEFFREY STRNAD, BEACH HOUSE DESIGN AND DEVELOPMENT

The result is a contemporary focal point for the room that reflects the heavy industrial construction materials without being bulky or overwhelming. A fire stretching across the space, burning in yellow and orange hues, adds warmth (unlike the cool, blue tones of gas). The long horizontal ledge of honed black granite underneath draws the eye, while glass and oil-rubbed bronze behind the flames enhance the depth as well as the ambience. LED accent lighting enhances the floating feel of the installation. The 60" flat screen TV recedes into the Macassar ebony panelling, allowing the fire, not the screen, to remain the focal point.

Jeffrey says his clients loved the result. "Once it was all put together and working, the client (as well as our team) were blown away by the finished product," he says. "It works perfectly in the space juxtaposed against a concrete wall and artwork of James Dean and Marilyn Monroe!"

# 7/ GATHERING PLACE HEART OF THE WORKPLACE

MODEL: XL900  
LOCATION: Nu Skin, USA  
DESIGNER: Mark Wadsworth  
www.wadsworthdesign.com



FIRE IS SYNONYMOUS WITH CELEBRATION; IT COMES IN THE FORM OF SOFTLY FLICKERING CANDLES AT A FORMAL DINNER, A WARM, CRACKLING FIREPLACE AT A FAMILY GATHERING, OR EVEN THE SPARK THAT SENDS FIREWORKS SHOOTING INTO THE SKY ON NEW YEAR'S.



So it seems only natural that fire formed the centre of custom-made winter holiday decorations for the offices of Nu Skin, a direct selling company based in the United States.

Mark Wadsworth of Wadsworth Design, who was commissioned to design and install the EcoSmart fire into the communal dining and gathering area in the spacious lobby of Nu Skin, says fire represents "light, energy and warmth."

"It invites, inspires and comforts," explains Mark. "Creating a gathering place and sense of home was important. Considering the enormous scale of the space, the piece needed some size, yet still needed to fit into the dining and lounge area."

The sleek, modern design of the EcoSmart burner lends itself perfectly to the Nu Skin office environment; the combination of a fairly neutral material and colour pallet, plus subtle texture in the grey granite floor contrasted by bright white walls and a great deal of glass makes for a sophisticated and stylish workplace.

Wadsworth Design worked with Nu Skin to create the custom fireplace, discussing everything from functionality to materials.

"There is a welded steel interior frame, clad in oiled teak," says Mark. "The fireplace surround is polished nickel plated steel with tempered clear glass. The seating features movable upholstered cushions... the entire unit is comprised of three mobile pieces for ease of transport for off season storage."

The project was designed and built in three weeks, with all facets of fabrication handled in Wadsworth Design's facilities. This enabled a quick turnaround.

Mark says although there is a fair amount of natural light in the room, they wanted a large burner for the space; this is one of the primary reasons for choosing EcoSmart for the project.

"EcoSmart facilitated a custom design application," he explains.

**"The product is well designed and manufactured. It is simple design that doesn't draw undue attention to itself and adapts to various design approaches."**

MARK WADSWORTH, WADSWORTH DESIGN

Having designed and manufactured the other components around the burner, there were no issues with installation, other than a concern for the safety of any firebugs who were drawn to the movement of the flame.

"We made the glass sides tall enough and far enough away that access to open flame nor hot glass was an issue," says Mark.

# 8/ URBAN RETREAT

HIDDEN IN THE DEPTHS OF THE HUGE AND BUSTLING CITY OF HONG KONG, THERE IS A FAMILY OF FOUR WHO ARE COMFORTABLY RELAXING IN A HOMELY RETREAT WHICH GIVES THEM A SENSE OF PEACE AMONGST THE CHAOS.



MODEL: XL900 x 2  
LOCATION: Hong Kong  
INTERIOR DESIGNER: Rosie Blay  
[www.liquid-interiors.com](http://www.liquid-interiors.com)

Key to this Australian family's peace of mind is knowing their home has been built around the concepts of functionality, whilst keeping true to their eccentric aesthetic.

"Everything in the home was designed for multiple functions," says Rosie Blay from Liquid Design, who was the interior designer behind the space. "One issue for the family was storage, so we designed a large dividing unit in the living space that accommodates that massively."

Aiming to incorporate impact alongside the practical elements of the home, Rosie opted to install two EcoSmart burners in the middle of the 4.2m long dividing unit.

"It's such a large bulky piece, so we thought it would be nice to open it up and have a feature inside," she explains. "This is where the EcoSmart burner came in. We thought it was a perfect match for our design."

"On the lounge side the unit acts as a home for the television and equipment when not in use, and it also creates a sense of privacy as you can't see directly into the lounge when the front door is open."

The burners take the piece from ordinary to extraordinary."

ROSIE BLAY, LIQUID DESIGN

By choosing two burners rather than one, Rosie ensured the flickering flames can be seen from both sides of the dividing wall, providing a focal point for both the lounge space, entranceway and hallway.

It wasn't only the aesthetics of the EcoSmart burner that had Rosie hooked; the practicality of the unit also appealed to them, as they didn't have to mess around with flueing or any other form of tricky installation.

"We had no problems whatsoever with installing the EcoSmart fire burners," she says. "We are so pleased that

we are planning to use it in our other upcoming residential project on the rooftop as a coffee table-come fire place."

The design for this particular home was based around natural and earthy materials, including reclaimed wood and the element of fire, plus touches of teal blue mixed into the décor.

"The design brief was to create a healthy family home for their children to grow up in," explains Rosie. "We believe we fulfilled this by adding many design features that promote health and wellness."

"We installed new windows that were double glazed with low-e film to keep the warmth in in the winter and keep the heat out in the summer."

The EcoSmart burner is also effective in adding that extra bit of warmth in the winter time. We also love how the

burner is eco-friendly by only burning bioethanol."

The environmental aspect was a distinct selling point for Rosie and the client. In addition to choosing EcoSmart for its clean-burning flame, they prioritized repurposing some of their existing furniture in the rest of the home.

"The clients' style is very eclectic," says Rosie. "We mixed original pieces from their old home with new and custom made pieces."

"The mix of furniture works well around the divider, which is a honeycomb metal covered in beige stone veneer. We felt that the fire was a great element to add to these materials as it really created that cozy/homely feeling."



# 9/ ACCLAIMED BRANDS UNITE TO CREATE STRIKING NEW FIRE RANGE

REVERED IN THE UNITES STATES AS THE FIRST COMPANY TO CREATE FURNITURE FOR FULL-TIME OUTDOOR USE, BROWN JORDAN IS KNOWN FOR DISTINCTIVE SILHOUETTES THAT ENHANCE "TRADITIONAL, TRANSITIONAL AND CONTEMPORARY ENVIRONMENTS." ESTABLISHED IN 1945 BY ROBERT BROWN AND HUBERT JORDAN IN PASADENA, CALIFORNIA, THIS ILLUSTRIOUS LEGACY BRAND HAS ALSO RETAINED ITS SUCCESS – AND SUBSTANTIAL MARKET SHARE – BY COLLABORATING WITH SOME OF THE WORLD'S BEST INDUSTRIAL DESIGNERS, IN THIS CASE ECOSMART FIRES.



Adding a striking focal point to indoor and outdoor entertaining spaces, Brown Jordan Fires are the epitome of elegant and forward-thinking construction. Combined with EcoSmart's well-proven expertise in bioethanol fire design, each handcrafted piece fuses functional features with eye-catching profiles and decorative accents.

**"This partnership pairs EcoSmart Fire's innovative and clean-burning fire design solutions with Brown Jordan's timeless collection of casual furniture, to create a lasting line of products which complement existing and future collections,"**

STEPHANE THOMAS, DIRECTOR OF THE FIRE COMPANY, CREATOR OF ECOSMART FIRE

"Partnering with a company that embraces outdoor living as an experience and whose products reflect that philosophy through design integrity and innovation was crucial.

"Brown Jordan's iconic line of leisure furnishings is a staple of outdoor living in its own right, and it is our hope that Brown Jordan Fires will be the catalyst which inspires family, friends and neighbours to 'gather around' for generations to come."

Adds Gene Moriarty, CEO of Brown Jordan International: "Our partnership with EcoSmart Fire represents an extraordinary opportunity for Brown Jordan and our customers. Since 1945, Brown Jordan has continued to seek out ways to create functional and inspiring outdoor settings - with beautiful results.

"Brown Jordan Fires now allows us to offer customers another innovative element to enhance both exterior and interior environments with the highest quality, eco-friendly fire products on the market - a perfect complement to our elegant casual furnishings. We are confident that Brown Jordan Fires will strengthen our brand and generate real excitement among our loyal following of residential and trade clients."

Featuring five new sophisticated designs – Urth, Cloud, Equinox, Flo and Lumen – Brown Jordan Fires deliver an outdoor fire experience that is in harmony with the surrounding environment.

Unlike traditional fire pits, Urth's clever design prevents the flame from blowing out when it gets windy. And while it was inspired by handcrafted stoneware pottery, its substantial frame belies its manoeuvrability. Lightweight, fibre cement construction makes it easy to reposition while drainage outlets creates a fire design for all seasons.

With its generous, 47-inch diameter and fibre cement low profile, Cloud is the ideal conversation fire pit centrepiece. Featuring a lip at its central base that firmly holds the AB8 ethanol burner in place, Cloud's soft curves and neutral tones work with a wide range of indoor and outdoor applications.

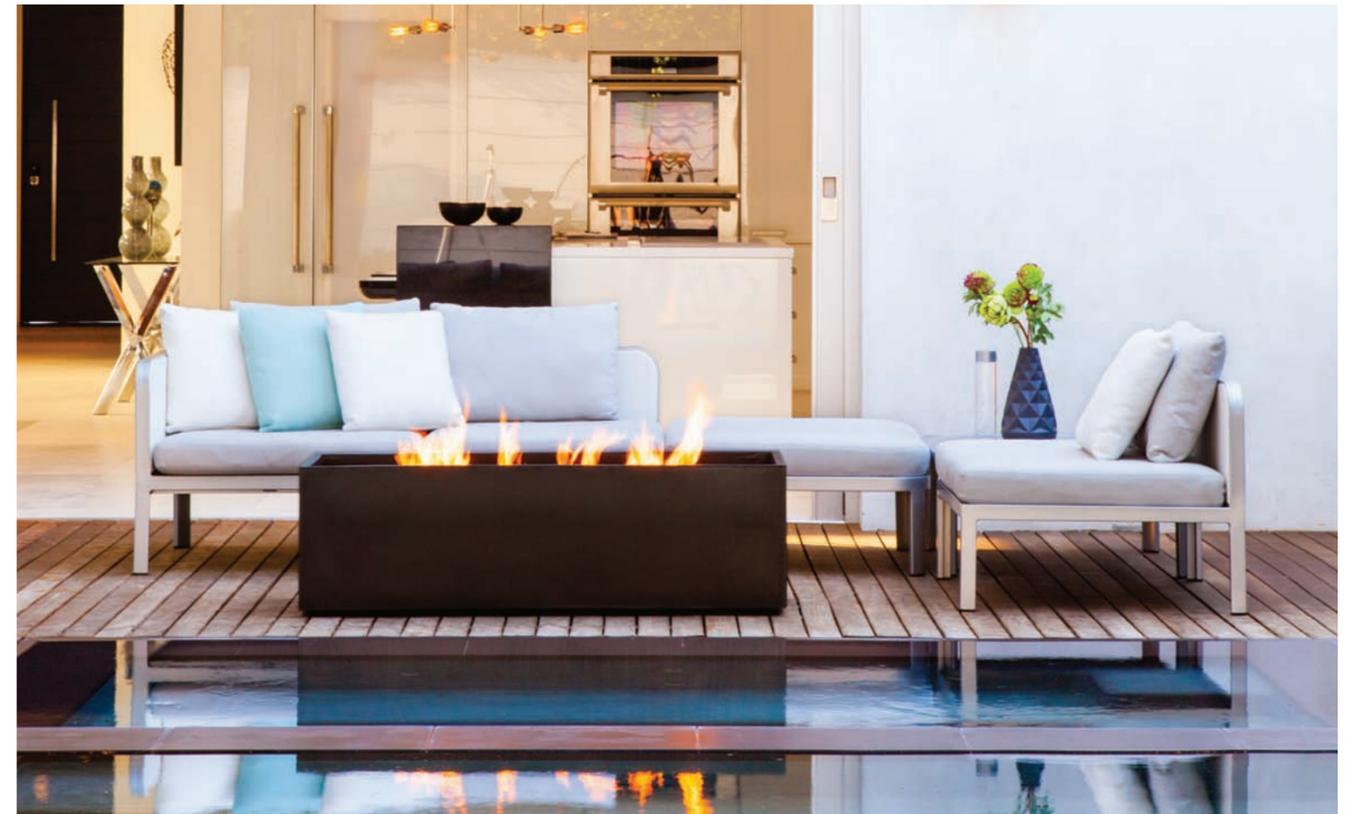
Seamlessly blending the comfort of a fire pit with the convenience of a coffee table, Equinox provides plenty of space for guests to gather round. Handcrafted from fibre cement and 304-grade stainless steel, Equinox's EcoSmart Fire bioethanol burner comes with a removable core that gives you control of flame height and fuel efficiency.

Flo's streamlined, geometric aesthetic and neutral colour palette complements any pre-existing décor scheme. At five feet in length, its slender design provides ample room for everyone to set down a drink or kick up their feet and have a chat. The elongated flame is sunken just below the table's surface to protect against wind and to preserve functional table space.

Then there's the laser-cut Lumen, which was inspired by the light that filters through leaves in the forest. Lumen's bronze patina powder-coat adds a speckled texture and extra layer of protection to the otherwise smooth, weather-resistant steel frame. Emitting a rich, golden glow, this portable design looks stunning either on its own or in a group.

e-NRG Bioethanol, a clean-burning fuel that releases a powerful orange fire without any of the messy by-products, fuels all Brown Jordan Fires.

[www.brownjordanfires.com](http://www.brownjordanfires.com)



“The EcoSmart fires fit right in,” she says. “It provided an animated focal point in Penthouse 14C that was both warm, cosy and stylish, while for Suite 6A, the EcoSmart fire was not primarily a focal point but rather a great accent to the masculine modern style of the living room with its clean lines and sleek finish.”

These high-end custom residences not only allow discerning homeowners top-tier materials and brands to choose from, they also come with LEED Silver Certification. Everything from construction materials to outdoor landscaping has been chosen with sustainability in mind.

**“The EcoSmart fires offer a level of fit and finish that’s hard to find in other types of fireplaces. Its ventless design makes it easy to add a fire feature to any floorplan and the high-quality materials used mean the fireplace will add value to the property for years to come,”**

KARA SMITH, INTERIOR DESIGNER

The W hotels are known across the world for their contemporary architecture and modern chic décor. When Kara was commissioned to design a penthouse suite and a residential suite for the Residences at W Hollywood, she needed to maintain this signature style whilst still creating a different finish in each suite.

Penthouse 14C was designed to be very bohemian with an eclectic luxury feel set by warm neutrals, textured patterns, and rich textiles. “An indoor/outdoor vibe was integral to the concept,” explains Kara. “We knew we wanted a fire element to round out this idea, and EcoSmart provided a product that was both eco-friendly and perfectly styled to accent the contemporary flair of the architecture and room design.”

The EcoSmart fire perfectly complements the warm textured colour palette of creamy neutrals combined with pops of bright colour in tones of orange and metallic.

“From the amazing mirrored wall to the left of the fireplace to the gorgeous metallic wall covering surrounding the fireplace, the EcoSmart flame brings out the warmth in the metallic and orange and brings the room to life,” says Kara. “The fur rug in front of the EcoSmart fireplace along with the soft white oversized couch invites you to curl up with a blanket and good book and stay awhile.”

Clearly very effective in the design of the penthouse, Kara has also utilized the element of fire in Suite 6A, which by contrast is a modern masculine room with bold colour, tailored lines, and edgy artwork.

“Bold crisp shades of blue and graphite meet clean white lines, warm golden wood floors and smooth brown leather chairs,” describes Kara. “The EcoSmart fire here is a bold accent to the masculine feel of this suite.

“It was placed in the middle of the wall for a twofold purpose- on one side it is a warm focal point for the cosy couch in front of it in the small side nook library. And on the other side it is the perfect contemporary sleek fireplace in a new modern take on a masculine living/family room.”

Despite being vastly different, both residences use EcoSmart Fires to bring the indoors and outdoors together.

# 10/ OPPOSITES ATTRACT

A FOCAL POINT FOR A BOHEMIAN CHIC PENTHOUSE AND A GREAT ACCENT TO A MODERN BACHELOR’S APARTMENT; KARA SMITH FROM SMITH AND FIRESTONE ASSOCIATES LUXURY INTERIOR DESIGN MAY HAVE BEEN LOOKING FOR TWO COMPLETELY DIFFERENT MISSING PIECES WHEN DESIGNING TWO SUITES FOR THE RESIDENCES AT W HOLLYWOOD, BUT SHE FOUND ONE COMMON SOLUTION.



MODEL: 650SS

LOCATION: Residences at W Hollywood, US

DESIGNER: Kara Smith

[www.sfadesign.com](http://www.sfadesign.com)

## 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:

- 2011/2013 IIDA/HD Award for Excellence (USA)
- 2011 Good Design Award, Australian International Design Awards (AUS)
- 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)

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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](mailto: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](mailto:specify@ecosmartfire.com)

### ON TREND



From the EcoSmart Fire / Brown Jordan collaboration comes an inspiring range of firepits which bring a streamlined and modern aesthetic to the traditional outdoor fire. Award-winning EcoSmart Fire technology combined with lightweight concrete composite has resulted in unique, aesthetically perfected outdoor fires, including clever table styles – tall and low. Designed to enhance any outdoor space and create a reason to gather around.



NATURAL  
RENEWABLE  
GREEN

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

e-NRG produces a beautiful, vibrant flame that burns longer and cleaner - and for your convenience it's available online. e-NRG bioethanol is the ONLY fuel suitable for EcoSmart Fires.

[www.e-nrg.com](http://www.e-nrg.com) [www.e-nrg.com.au](http://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](mailto:info@e-nrg.com) 6. And please remember to keep this product away from children at all times.

### 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](mailto:media@ecosmartfire.com)

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